

Customer Experience Best Practices



April 29, 2021 @ 8:30-11:30 AM

Presenter: Dr. Colleen A. Timm, Director of Learning Services

Employees Hold the Key to Great Customer Experiences

How do Customer Experience Leading firms create such positive impressions on the people they serve? It doesn't happen by accident. They all embrace some basic tenets when shaping their customer experience – principles that can be applied to your own organization. Leading companies leave nothing to chance. They understand the touchpoints that comprise their customer experience and they manage each of them very intentionally. They also recognize the link between the customer and employee experience. Happy, engaged employees help create happy, loyal customers, and it's why the most successful companies address both the customer and the employee sides of this equation. Customer Experience is built (or not) into your brand - something that beloved organizations know well. Not everyone in your organization will automatically put **customers first**. Nor will they intuitively understand why Customer Experience is strategically critical to your success. It takes a cultural transformation to achieve success on this front. Join us to learn more about the elements of Customer Experience excellence.

[Registration Link](#)

COST:

\$60 per participant for CESA 7 2020-21 Learning Services Full-Partnership Members
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REGISTRATION: Please review our cancellation policy, available in the registration area.

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