

BASED ON THE BOOK

The ABC's of a Fantastic Customer Experience

26 simple strategies your team can use tomorrow.

Built on Yanique Grant's book of the same name, this workshop walks through 26 easy to follow strategies, one for each letter of the alphabet. Each letter comes with reflection questions so participants examine how they apply the idea in their own daily work, then commit to doing it better.

WHO IT'S FOR

Separate tracks for leaders and for employees

FORMAT

Full day or half day

DELIVERY

In person or live online via Zoom or Teams

Participants will

- ◆ Apply 26 practical strategies that lift the customer experience
- ◆ Reflect honestly on how they deliver service today
- ◆ Connect their personal brand to the company's brand
- ◆ Find solutions instead of passing customers along
- ◆ Leave with a personal plan built around the letters that matter most to their role

South Florida

Jamaica

The Caribbean

Live online, anywhere

What we cover

01	A is for Attitude	The choice every employee makes before the first customer arrives.
02	B is for Bold Brand	How every interaction builds or weakens your brand.
03	C is for Communication	Clear, warm communication in every channel.
04	D is for Develop Your Skills and Potential	Owning your growth and career.
05	E is for Empathy	Seeing the situation through the customer's eyes.
06	F is for Find Solutions	Moving from no to how.
07	G through Z	Guarantee, Healthy Mind and Healthy Body, Innovation in Your Company and the rest of the alphabet, selected and paced to fit a full or half day.

Every programme includes

Customized content

Your scenarios, service standards and customer language

Participant workbook

A PDF workbook for notes, exercises and action plans

Skill reminder card

A quick reference to keep the skills front of mind

Certificate

A certificate of accomplishment for every participant

YOUR FACILITATOR

50,000+

professionals trained

Since 2009

building service cultures

Yanique Grant

Yanique is a certified Customer Service Trainer with Service Quality Institute and a Training Magazine certified training designer. She has trained more than 50,000 people across Jamaica, the Caribbean, the United States and Africa, serves on the board of the Jamaica Customer Service Association, hosts the podcast *Navigating the Customer Experience* and is the author of *The ABC's of a Fantastic Customer Experience*. Her work is built on the 3 R's: retention, reputation and revenue.

Bring this programme to your team

Book a free 30 minute strategy call and we'll tailor the content, format and timeline to your goals.

Book a strategy call

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