

## The Service Advantage™ ... The Human Side of Service "Creating Exceptional Customer Experiences"

### The Customer Experience is what Counts!

No matter what services you provide, the customer experience is defined and differentiated by the front line employees who deliver those services. As companies achieve competitive parity with respect to technology, pricing and quality, customer loyalty becomes even more dependent upon the human dimension embedded in the overall customer experience.

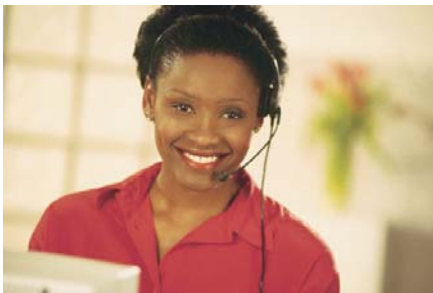
Current research clearly reveals that customer loyalty and referrals are critical to the growth of a business. Impact Achievement Group™ guides you through The Service Advantage™ program Creating Exceptional Customer Experiences™ workshop to embed The Human Side of Service™ principles into the performance practices of your organization.

### Workshop Overview

Each frontline worker and manager learns to appreciate the value of serving customers to the organization and themselves. Concepts and tactics contributing to meeting customers' service expectations reliably are learned along with the importance of personal application and cooperation with co-workers in delivering exceptional customer experiences. While frontline workers and managers have the capability they often lack the knowledge, perspective, proper attitude and framework for providing exceptional service performance.

### Workshop Process

The Creating Exceptional Customer Experiences™ workshop presents a proven framework for dramatically improving your customer's experience with your organization. The program uses case studies, stories, and examples, together with the latest customer research and customer business tactics, to explore the best ways to treat customers. Through dialogue and exercises, participants will gain a better understanding of serving customers. Plus, they will benefit from the opportunity to share ideas and difficulties in their attempts to earn customer loyalty for their organization. By attending this program together, employees and their managers and supervisors will share a common philosophy, common language, and common approach regarding taking care of customers and exercises, participants will gain a better understanding of serving customers. Plus, they will benefit from the opportunity to share ideas and difficulties in their attempts to earn customer loyalty for their organization. By attending this program together, employees and their managers and supervisors will share a common philosophy, common language, and common approach regarding taking care of customers.



### BUSINESS RESULTS

While experiencing The Service Advantage™ program, participants acquire the skill sets and concepts that have a positive influence on customer loyalty and thereby the ability to improve the bottom line... the profitability of the organization.

**If you want professionally competent frontline workers and leaders, who improve customer loyalty and create referrals for your organization, contact us today at 1-888-248-5553.**

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