

Dazzling Your Customers™



Purpose

The purpose of this module is to enhance the ability of service providers to make customers feel special and valued, thereby creating experiences so surprisingly positive and memorable that customers will tell others about them and will want to sustain and build their relationships with the organization.

Process

During the module, participants complete a variety of individual and group activities, partner discussions, and skills practices, video segments, and large-group discussions that explore the following topics:

- Dazzling criteria
- Three dazzling steps
- Dazzling in challenging situations
- Dazzling in routine situations
- Action planning

Payoff

At the end of the module, participants will be able to:

- Define dazzling service.
- Explain how dazzling service contributes to customer loyalty.
- Recognize opportunities for deliver dazzling service in challenging and routine interactions.
- Generate a variety of options for delivering dazzling service to their customers.
- Select dazzling actions that are appropriate and meaningful to individual customers.
- Offer dazzling actions in a way that builds rapport and creates positive defining moments that are memorable.

Typical Time Investment

Time commitment Varies. Please discuss with your certified AchieveGlobal facilitator, or the authorized Distribution Partner. (4 Hours)



achieveglobal