

# Customer Experience

*How to build your customer base, grow your business & improve your customers' experience.*



**Call 9764 1166  
to register today**



On average customers would happily spend an extra 12% if it meant they received better service.



Over 60% of consumers have abandoned a purchase because of a poor service experience in the past year



But, more than half have spent more with a company because of a history of good service.



**Rowville Neighbourhood Learning Centre Inc.**

Rowville Neighbourhood Learning Centre  
40 Fulham Rd, Rowville VIC 3178  
(03) 9764 1166 | [www.rowvillenc.org.au](http://www.rowvillenc.org.au)

*Source: The American Express Global Customer Service Barometer*

# Course Content



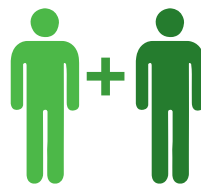
## **The Experience**

Participants will understand the science behind Customer Experiences and its benefits for a successful and sustainable business.



## **Make it Memorable**

Participants will understand how to create a memorable experience for Customers and how this translates into business development.



## **Make it Personal**

Participants will interactively explore emotional connections to experiences and how this influences consumer behaviour and choices.



## **Make it Happen**

Participants will understand what staging an experience involves and will be supported in translating this back to their work environments.

## **Learning Outcomes**

If the outcomes of this course are to translate back to the work environment it is fundamental that participants are intrinsically motivated and supported by their business. It is essential that beyond rewards and recognition, participants feel a sense of autonomy, mastery and purpose in their role.

Participants will:

- ✓ 'Stage' a unique, personal and memorable experience for customers.
- ✓ Understand the purpose behind the customer experience and the importance of consistency.
- ✓ Be able to dependably maintain their learning's over a longitudinal period and practically apply their key learning's in the workplace.

## **Trainers**

Our trainers delivering these courses are all specialists in their respective fields and are required to complete our intensive Train the Trainer program which ensures they meet our exacting high professional training standards and furthermore, ensures every course is consistent in quality and content.

## **Registrations**

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*This Customer Experience workshop is proudly supported by Peiris Consulting.*

