

BUSINESS BREAKFAST BRIEFING

From 'Service to Experience'

The Customer Care Challenge....for the Tourism, Hospitality and Retail Sectors...

Historically, 90% of the contact between customers and companies was interpersonal..... today, with the proliferation of channels and the explosion of online and smart phone usage, the vast majority of customer interactions do not take place face to face.



How do you ensure the customer gets a consistent experience across so many touch points?



How do you ensure your website and your people deliver on the promise of your brand?



How can Amazon achieve its mission to become the earths most customer centric company with no face to face contact with customers?

All these issues and more, will be addressed by John Aves in his presentation.

WHO

If you are responsible for sales, customer service or digital marketing, you will benefit from John's presentation.

WHEN

Wednesday, 11th March 8.30-10.30am

WHERE

The Kingsley Hotel, Victoria Cross, Cork City

HOW TO BOOK

To reserve a place email: compete@cforc.ie
Fee €50---- Light breakfast included



BUSINESS BREAKFAST MEETING

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The Customer Care Challenge....for the Tourism, Hospitality and Retail Sectors...

Venue: The Kingsley Hotel

Date: Wednesday, 11th March

Time: 8.30 -10.30am



Book NOW: email us
on compete@cforc.ie



Presented by
John Aves
Founder of CP2
Customer Experience Consultancy

About John

John has been a leader in shifting the thinking from customer service to the broader notion of customer experience. It is true that the service is critical, as it's always been. IBM recently reported in a research report that "employee interactions are the most important factor in driving customer satisfaction, even in the most product focused retail environments".

The challenge for organisations today is that 'service' does not only take place face-to-face. Consumers expect to be able to interact with companies across many different channels – online, over the phone and face-to-face – to suit their needs and they expect a consistency of brand experience and high levels of service regardless of how and when they make contact.

John's presentation will focus on how companies can turn their customers into real fans by delivering an experience across all touch points that not only meets the functional needs of customers but also connects with them emotionally.



Innovation



Productivity



Excellence