

Customer Experience Blueprint

Unlock the recipe for an exceptional CX



Businesses lose a staggering \$75 billion annually due to poor customer service, highlighting the critical importance of delivering exceptional experiences to retain and attract customers.

Forbes

WHY OUR PROGRAM?

Companies set aside time and money for training, coaching and employee engagement activities and yet may not reaping the full ROI possible.

Our CEB is the proven recipe for customer-facing teams to realize that full potential. Simple and effective, this invaluable tool guides team members from Hello through to Goodbye in delivering exceptional experiences that



Strengthen loyalty among your existing customers,



Earn you new customers, and



Increase your share of wallet across your customer base

WHO IS THIS FOR?

Customer-facing team members to implement
First- and second-line leaders to drive adoption

WHAT'S THE PLAN?

We translate your company's vision of what Best in Class looks like into what it should sound, read, and feel like from your customer's perspective. This means gathering input from the C-suite through to team members, then crafting a cohesive tactical tool that enables teams to bring that vision to life. In other words, your CEB will not only contain the full list of required skills, but the detailed How To's in executing them effectively. Examples of some critical techniques include:

- Build trust & rapport
- Ask discovery questions
- Think critically & problem solve
- Communicate clearly
- Handle objections
- Promote value-added services

HOW WE'RE DIFFERENT

- Tailored to fit your organization's environment, culture, and business goals
- Focused on sustained results for targeted KPIs
- Offer rollout flexibility: Train-the-trainer or led by e2G Master Coach
- Versatile blueprint that works perfectly across products, functions, and channel
- In-person, virtual, or combination delivery
- Rich learning materials in English, French, & Spanish

WHAT OUR CLIENTS LOVED!

- Reduced the variance across customer-facing teams in service delivery
- Gave team members easy framework to handle contacts while sounding natural
- Equipped leaders with clear and reliable means to drive KPI success through team member skill development



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RESULTS. GUARANTEED.