

CREATING MEMORABLE CUSTOMER EXPERIENCES

6 December Franz Josef Glacier Country Retreat 1-3pm.

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Game Plan 2011 is a highly interactive seminar developed with **one goal** and that is to have you leave with all the information, knowledge and motivation to develop and implement your own

YOU WILL LEARN

- An understanding of the Customer Experience concept
- Understand the power of a sustainable competitive advantage
- Learn how to grow **real** customer loyalty
- Be given the opportunity to evaluate key aspects of your business
- Define your current customer experience against customer expectations

And you will also learn...

- To view the business from the customers perspective
- To foster and capitalise on the creativity within your organisation
- To understand the importance of the emotional element in any customer interaction
- Why it's vital to have the **RIGHT** people delivering your Customer Experience
- How customer loyalty leads to your most powerful marketing tool
- How as a leader / manager to implement this strategy into your business

Presented by

Gerry Hassan

Gerry's total customer focus and a "treat them as you wish to be treated" attitude has been the catalyst to an extremely successful retail career spanning 20 years, including establishing and managing his own retail stores.

Customer service programme design, facilitation and communication are Gerry's specialities and facilitators across the country are now more effective having benefited from his coaching and "train the trainer" workshops.

Gerry is also currently the National Trainer for KiwiHost

On behalf of my managers and staff that attended I would like to personally thank Gerry.

Our companies have participated in a number of customer service courses in the past all of which were informative and important.

However after being introduced to your seven step strategy of Game Plan 2011 I have no hesitation in recommending your seminars to my fellow industry partners and associates. I and my staff believe that your seminar is crucial to our development and business excellence.

David Brennan
Ko Tane
Christchurch

