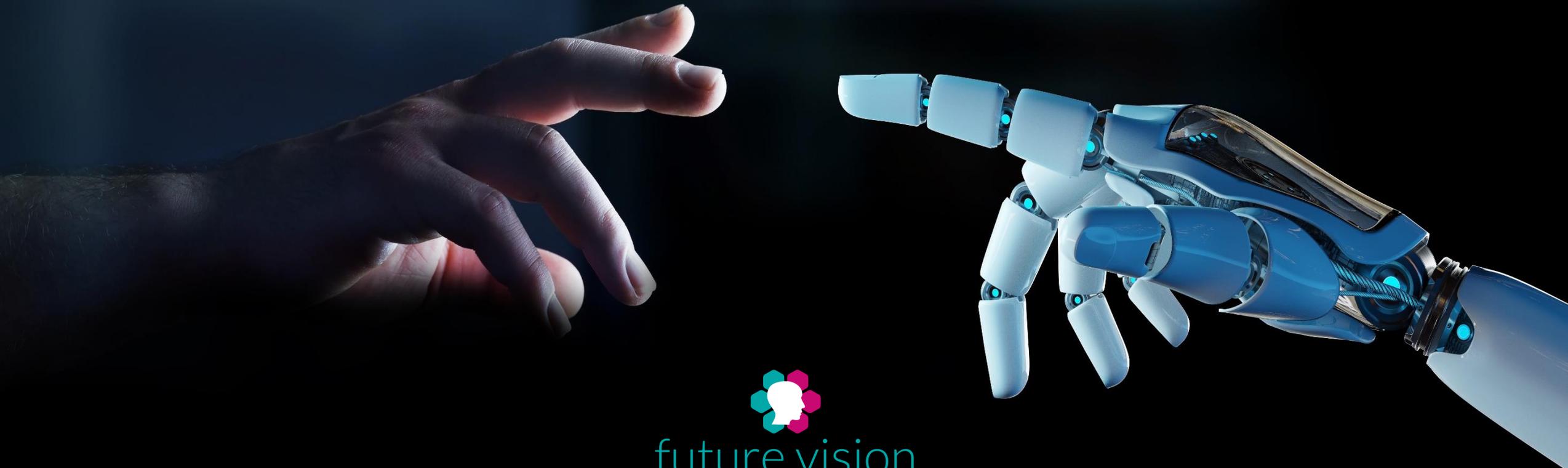
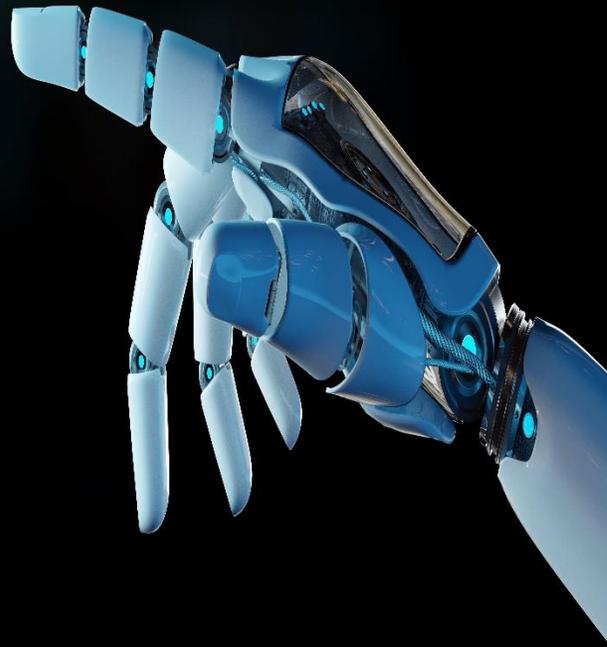


# Transform Customer Experience | Human Skills for the Digital Age



future vision  
optimising human potential

# Why?



## Why is customer experience so important?

Delivering a memorable customer experience and consistently great service throughout the customer's journey, is absolutely critical to your organisation's long-term growth and success. Good customer service increases customer satisfaction, retention, loyalty and advocacy. There is ample evidence showing that those companies that invest in their customer experience and deliver great service outperform those that don't significantly.

At the heart of this are your people and how they serve your customers.

How they think, feel and behave when interacting with your customers plays a massive part in the successful delivery of your customer experience. Therefore ensuring your people are equipped with the mindset, skills and tools to deliver consistently great service is of paramount importance to your business and its customers, now more than ever.

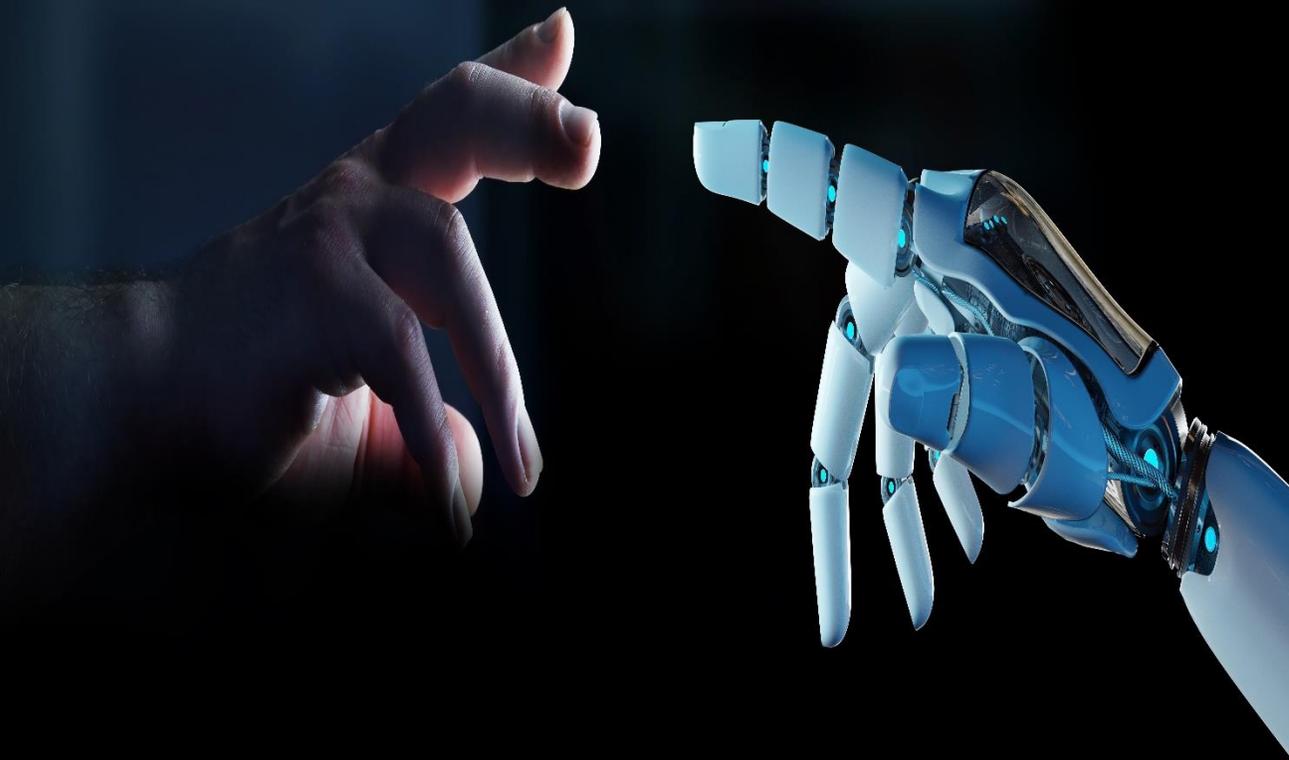
Now consider the move to digital and the impact of the pandemic and you can see the challenge facing customer teams today.

With customers demanding more, while also being more vulnerable, something new is required.

**The answer is human skills in CX..**



# Approach



## **It's time for a different approach, it's time for human skills**

Our approach to customer experience training is focused on the human element and is underpinned by the latest thinking in neuroscience, behavioural psychology, communication and customer experience (CX).

We are experts in human behaviour, we know what makes people tick, as well as most importantly what keeps them stuck.

We have worked in partnership with many well known brands over the last 20 years, helping them transform their customer conversations and service experience, be that in person, by telephone or online. Our experience spans policing, financial services, manufacturing, IT, Retail, central and local government, Media, telecoms and hospitality.

So we know what really does work in all types of customer service environment.

Our innovative and engaging human skills training programmes for CX, focus on developing the mindset and behaviours of your people so they are not only brilliant at delivering service, they love it too.

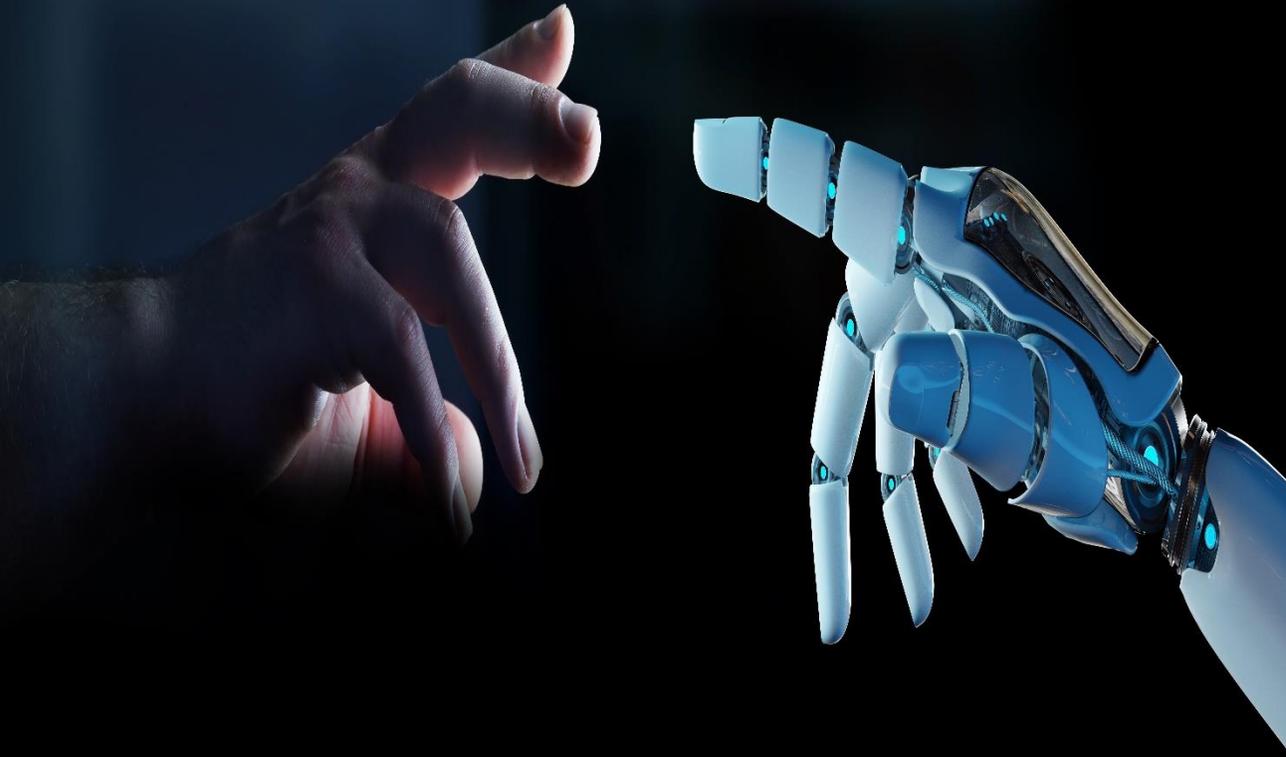
## **Our human skills training powers CX performance in 4 keys ways**

- Improves how your people think about themselves and their customers, ensuring they remain curious and non judgemental in their approach, no matter the customer or situation
- Improves how your people self manage their feelings and emotions, building greater emotional awareness and regulation, so they respond instead of react to customers moods and emotional states through empathy and compassion
- Improves how your people communicate with customers, and being able to adapt and flex depending on the customers style and situation
- Provides your people with the tools to perform at their best consistently and under pressure, improving confidence, attention, focus and motivation



# Focus

## Human Skills in CX



### High Performance Mindset (HPM)

Human skills begins by developing self awareness and what we term a HPM. With this foundation in place we then begin to develop specific skills, tools and techniques that can be described as the psychological, emotional and social skills that transform how your people think and feel about themselves and their customers

It is these skills that enable us to build and maintain great customer relationships and create that true human connection between a brand and its customers.

At the same time these skills also equip your people with high levels of resilience and self care enabling them to thrive and perform well in even the most challenging times.

#### Psychological Skills

“How we think”

- Self Talk
- Imagery
- Goal Setting

#### Emotional Skills

“How we feel”

- Emotional Awareness and regulation
- Recognising and responding to emotions
- Empathy and Compassion

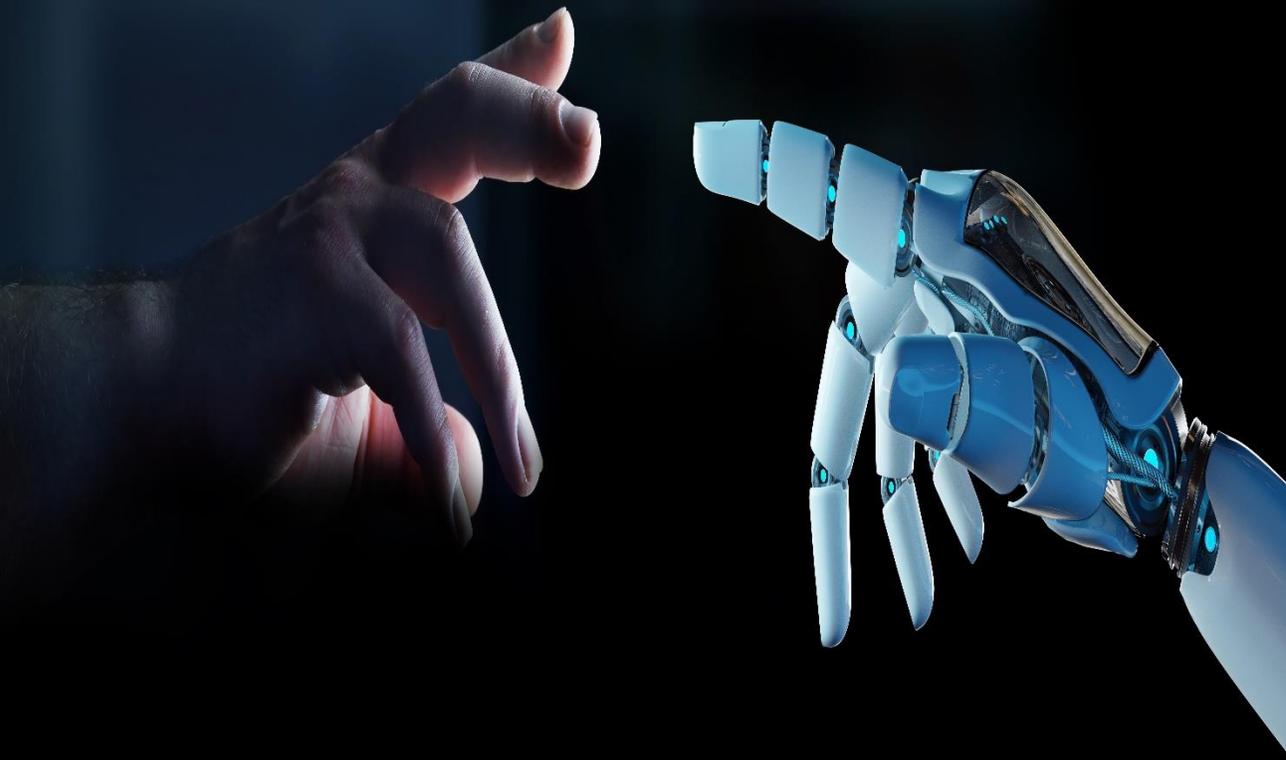
#### Social Skills

“How we interact”

- Communication awareness and preferences
- Adaptable and flexible communication
- Style, tone and language



# Blend



Our customer experience training can be integrated into your on boarding programmes, delivered as stand alone customer service development, or as part of a wider customer experience change or transformation.

Some organisations bring us in to energise an existing team or to get a new team ready for a new customer launch or product offering. Whatever the situation we have the customer service learning to take your team to the next level.

Our customer service learning can be delivered entirely in person, virtually or as is now increasingly popular as a hybrid of the two.

Due to our extensive experience in this space we have created a unique ready to go programme for customers who want to experience the power of human skills in CX.

Our flagship CX programme 'Human Skills in CX, the Emotional Connection' is a two day programme that can be delivered in person or entirely virtually depending on your requirements. Reach out to find out more about this game changing programme.

## In Person learning

Development programmes and workshops

## Zoom live learning

Bite size modules, tasters, energisers and refreshers

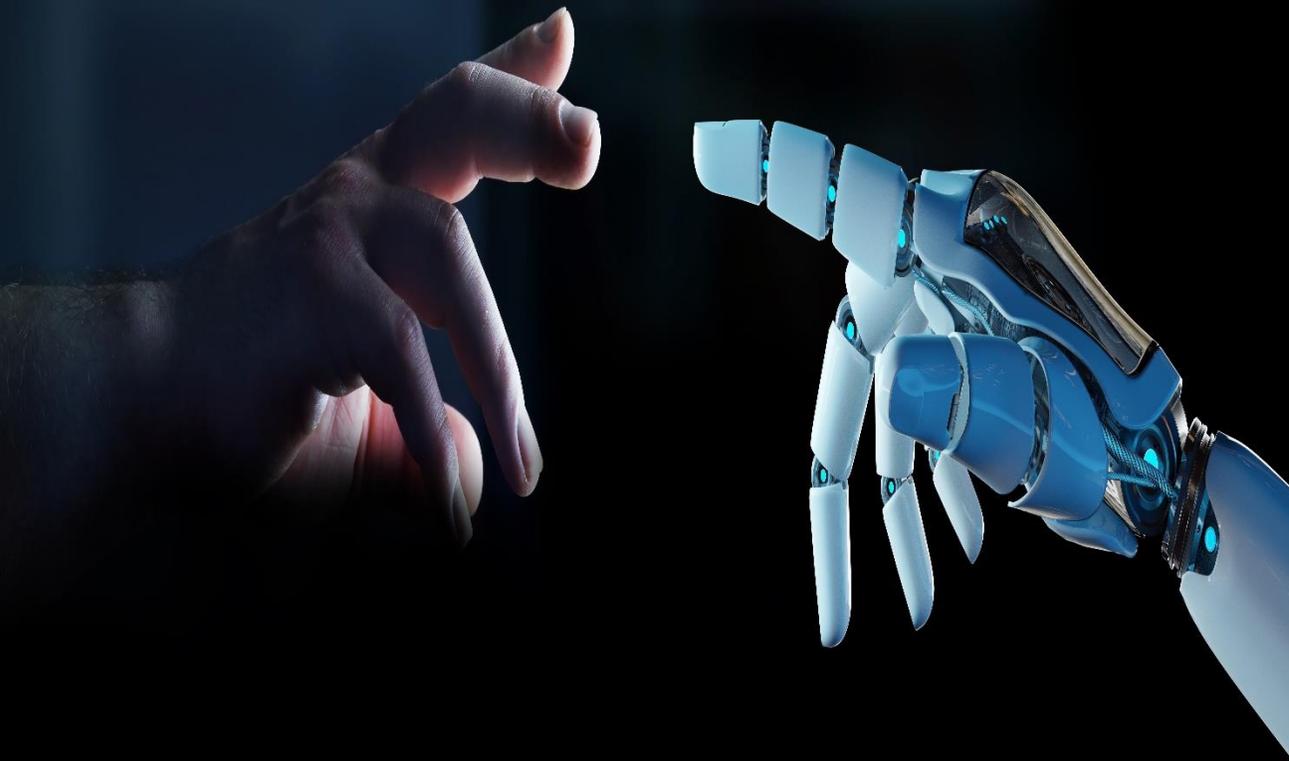
## Performance Support

Coaching  
Reflection  
Digital nudge books

All workshops are facilitated in a brain friendly way, are interactive, fun and engaging, utilising a combination of group work, activities, games and dynamic conversations and self reflection.



# Impact



**Increased**  
Productivity and  
Efficiency

**Increased**  
CSAT and NPS

**Increased**  
Employee  
Confidence and  
Performance

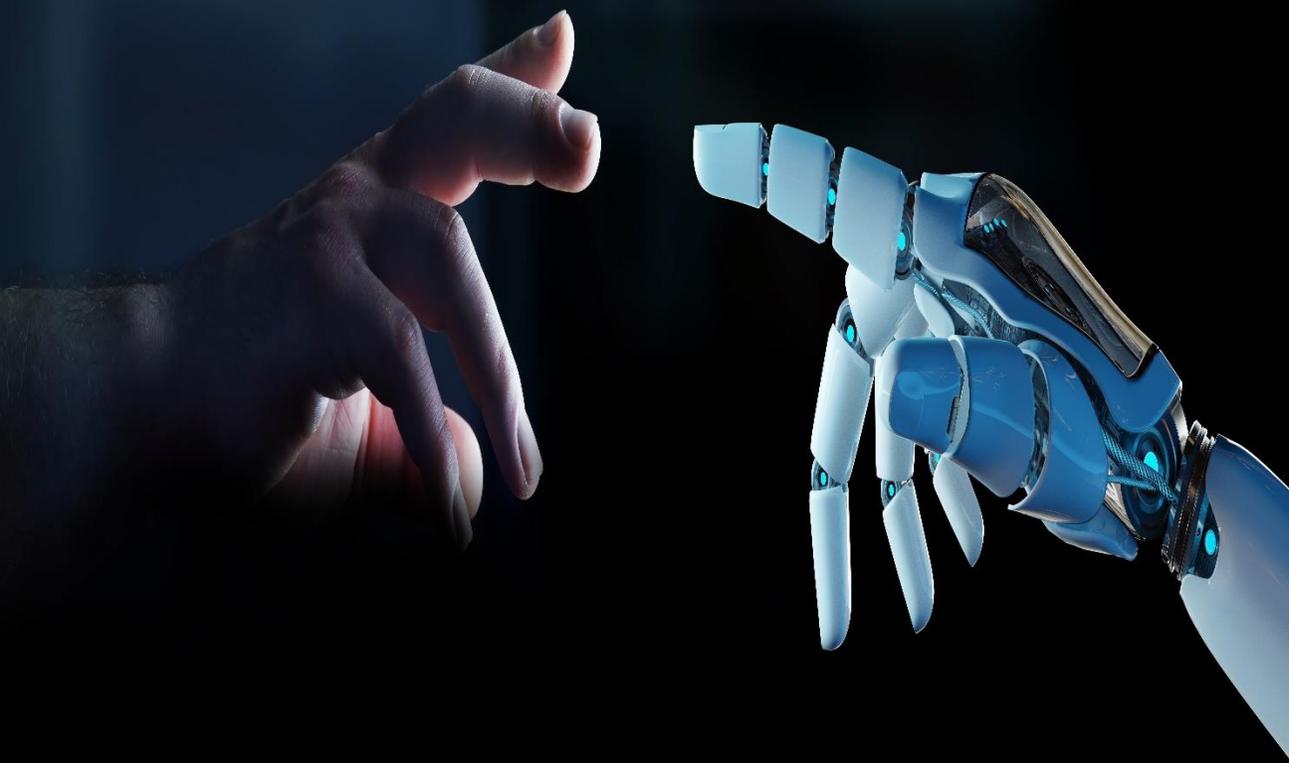
**Better**  
People Scores

**Reduced**  
Escalations and  
Complaints

**Increased**  
Sales through  
Service



# Testimonials



“Glen was amazing really inspiring and engaging and opened everyone’s eyes. This is the best course I have been on at Vodafone!”

“Tony has been excellent all week. His facilitation style is really welcoming and he builds confidence in everyone he interacts with.”

“Relatable & transferable training session- was actually a pleasant surprise, looking forward to the next one now.”

“We had Tony for two weeks and could not fault him. Made the training so much fun. I have learnt skills I can use throughout my life.”

“Great course and I'm looking forward to the next part! Already recommended the training.”

“Glenn was outstanding, every one of the guys loved it.....It’s great to see my team so motivated at a time when the pressure is on.”

“What a superb trainer Tony has been. Kept our small team fully involved, lots of fun and the techniques he has taught me I will be able to go back to using time and again. Would highly recommend.”

“Miles was as supportive as the first session. Very engaging and interactive. I have definitely taken valuable learning away.”

“Wow, what an amazing experience, been in CX for years and this is by far the most impactful training I have ever experienced. Well done guys.”

Case studies are available to download from our website.

