

Unless you become vibrant and committed to creating distinction, your customers will move on.

SCOTT MCKAIN



While every program is custom-designed specifically for your organization, Scott engages audiences on the topic of customer service and provides the following takeaways for your attendees:

## **Customer Service Keynote: The Ultimate Customer Experience: Delivering What Customers REALLY Want for Lifelong Loyalty and Endless Referrals**

What is the ultimate experience that a customer could have doing business with your organization? This program will teach your team what it takes to create undying loyalty and endless referrals.

### **Key takeaways:**

- The five steps of an Ultimate Customer Experience
- Why the experience – and not service – generates loyalty; and what you need to do to create it
- The information you need to personalize the experience, in order to intensify the customer's commitment to your organization
- The Six Disconnections Between Organizations and Customers — and how to bridge the gaps so you can engage distinctively

Scott McKain's dynamic presentations inform and inspire — meaning your audience learns — and implements the ideas following the program. His unique platform style has earned him induction into the Professional Speakers Hall of Fame!