



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

THE ULTIMATE CUSTOMER EXPERIENCE: What Customers REALLY Want

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



"Your presentation was amazing and I really enjoyed your personal stories and sense of humor in helping us with great ideas on how to better provide customer service to our customers."
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