



Take Your Customer Service to the Next Level: Creating Happy Travelers & Brand Advocates

SPEAKER *Sue*

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"You'll never have a product or price advantage again. They can be easily duplicated, but a strong customer service culture can't be copied." Jerry Fritz

What really matters to consumers when they talk about customer service?

How often do you ask: "Is there one thing you can suggest to make it easier, more convenient and more fun/more welcoming to do business with us?"

How do you maintain a consistent approach to the customer experience?

What do you do proactively to anticipate needs and questions and reduce friction?

How does the entire company contribute to the customer experience?

Is your team trained to provide solutions? What is their reaction to questions, challenges, needs?

Where are your opportunities to create "wow"?

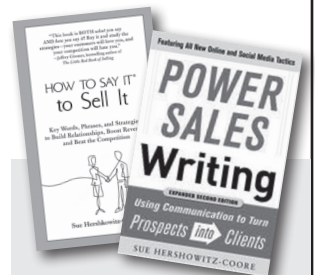
What can you give them that is unexpected and makes them feel valued?

What words can you use to infuse positivity?

What words create negativity and doubt?

Notes

"Instead of focusing on the competition, focus on the customer." Scott Cook



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