

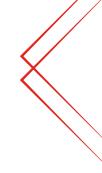
# MEMORABLE CUSTOMER EXPERIENCE:

# CREATE INTERACTIONS THAT MAKE A DIFFERENCE

Turn every customer interaction into a memorable experience for lasting loyalty.

#### ON THE AGENDA:

- Understanding the challenges of customer experience: Analyse customer expectations and needs to better meet their requirements and increase their satisfaction.
- Identify key moments in the customer journey: Map out critical stages to optimise touchpoints and maximise the impact of interactions.
- Adopt a customer-centric approach on a daily basis: Develop reflexes and attitudes that place the customer at the centre of the organisation's priorities.
- Create distinctive and memorable experiences: Draw inspiration from best practices to positively surprise your customers and stand out from the competition.
- Continuously measure and improve the customer experience: Implement tools and indicators to assess perceived quality and drive sustainable improvement actions.



INTERACTIVE TRAINING





CUSTOMISED



INNOVATIVE



**HUMAN-CENTRED** 



### Prepare, practise and progress with our innovative tools and human-centred approach!

- Online preparation: Access our Shareforce Academy platform for videos, a detailed programme and interactive modules designed to meet your individual needs.
- Flexible programme: Choose a one-day or multi-day training course, with collaborative workshops and case studies that promote interactive and human-centred learning.
- Proactive approach: Learn key concepts before each session to maximise your impact, with personalised support.
- Personalised follow-up: Benefit from interactive tools and ongoing support to deepen your knowledge between sessions, with a focus on your personal development.

## Artificial intelligence at the service of your progress

Throughout the training, we will also use artificial intelligence as a cross-functional tool to enrich analysis, compare data, generate ideas and facilitate decision-making. You will discover the fundamentals of its use and explore how AI can become a concrete lever for gaining efficiency and relevance in your professional activities.



Make customer experience your best competitive advantage. Train your teams today to create strong and lasting relationships!

