

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

INTERACTIVE



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!**