



## **Scott Greenberg Program Description**

### **It's All About The Customer**

### **Creating A Service Culture That Keeps Customers Coming Back**

Lots of companies compete for the same customers, but most fall short when serving them. They focus on financial transactions rather than on human connections. They repeat the same robotic phrases. They operate without any humanity, missing an opportunity to make an impression. For most businesses, the problem isn't service that's bad. It's service that's forgettable.

The best businesses provide much more than products and services. They build relationships with customers and offer them an experience with emotional resonance. It's an encounter they'll feel, want more of and tell others about. This is how great brands build a following. And it starts with their culture.

If you want to grow your business, grow a customer community. This program will show you how.

#### **Learning Outcomes:**

- Develop a customer-focused business that brings patrons back
- Learn tools for creating meaningful connections with customers
- Identify and appeal to the values of your customer base
- Learn how to get buy-in from employees to provide the highest level of service
- Improve word-of-mouth and online reviews