



Simon T. Bailey Program Description

CUSTOMER SERVICE EXCELLENCE

Brand the Moment – 5 Ways to be Unforgettable and Create Customers for Life

If you're unforgettable, you'll create a customer for life. And in this service-driven economy, every moment is an opportunity.

In Simon's newest presentation, he leverages what he's learned over 30 years of working for six different companies, including the Disney Institute and The Ritz Carlton Learning Institute, to create memories that matter. Simon leans on evidence-based research to provide tried-and-true methods that work for everyone—from account directors to Uber drivers.

Participants will learn that superior customer service is a connection, not a product. You will be empowered to see customers as guests, create a personalized experience, anticipate needs, respond immediately, and capture loyalty through kindness. You'll be a spark in that guest's memory.

Customer love is a mindset. Simon has the tools to teach you. He'll help you create a culture where everyone matters and people are invited to be their best selves. You'll transform from good service into platinum service, and every customer will be one for life.

For audience members of all vocations, ambitions, and experiences.