



CONSULTANCY • CUSTOMER EXPERIENCE • C1X TRAINING

Over 80% of organizations expect to compete mainly based on CX.

- Gartner Research

Are YOU ready?

Earl Wasserman LLC, a Customer Experience (CX) consultancy, was founded because of the unprecedented shift in the procurement path between suppliers and buyers.

The world has changed to a “point, click, buy direct-from-the-source” model. More and more customers are seeking a direct purchasing path, which has a profound impact on our behaviors. The way in which we engage, communicate, buy, sell, and relate to our business partners has forever changed.

Have expectations for a convenient and trusting CX changed as a result? Every statistic confirms this! Customers today are expecting organizations with service teams to provide them a unique, rewarding, and recurring experience. And not from customer service alone, but across all customer touch points throughout their journey. They want the relationship to be trouble-free and easy, and if it is not, they will go elsewhere. And those expectations for a superior customer experience in pandemic times are going up, not down.

Be a change agent, admired even more for the exceptional customer experience you provide than the award-winning products you design and sell.



C1X - Customer of One Experience Training is built on a next-generation learning platform called Rali, that engages employees in an ongoing process of progressive achievement. We augment this digital transformation experience with a series of live Zoom Workshops where your team works together with our trainer to create a service culture that retains customers and converts them into your ambassadors.

LEARN-DO-INSPIRE!

- › Creating a Customer of One Experience
- › Customer Service Ripple Effects
- › Obstacles to Great Customer Service
- › Customer Touchpoints
- › Order Life Cycling
- › Building Customer Trust
- › The Service Mindset
- › Being Proactive vs. Reactive
- › Taking Ownership
- › Building Sticky Relationships
- › New Customers vs. Existing Customers
- › Turning Customers into Ambassadors
- › Customer Journey Mapping
- › Voice of the Customer (VoC)
- › Customer Experience Management (CEM)