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CONTINUING PROFESSIONAL DEVELOPMENT TALK

11 October 2019
3.00pm-5.00pm
MIM Learning Centre, PJ33

7 ESSENTIAL STEPS

to create a branded customer experience culture

OVERVIEW

What sort of service does your organisation want to provide to its customers? Many organisations focus on providing efficient service. That's just okay. Research shows that being good at delivering functional and efficient service will not create loyal customers. A branded customer experience delivers an emotional connection between your customer and your brand. It is about delivering on your brand promise. Your organisation has hundreds of thousands of opportunities each year to build your brand and customer loyalty by delivering a branded customer experience to your customers! In this interactive session, George will share with you his experience, as a part of a global service consultancy, 7 essential steps to help you get there.

KEY TAKEAWAYS

- What is the branded customer experience – and why should we care?
- The difference between generic service and branded customer service
- Two branded customer experience models to help you connect the dots
- 7 Steps to build your branded customer experience culture
- The paybacks

ABOUT THE SPEAKER:



GEORGE AVELING,
CEO TMI MALAYSIA

George is the Group CEO and International Partner of TMI and TACK International in Malaysia. Established in Malaysia since 2005, TMI, with a presence in 50 countries, is a transformation consultancy, focusing on the customer experience. George is a thought leader. He led a major research project in Malaysia and Singapore, culminating in the 2018 Elementrix Digital Learning in Asia 2018 report. He has written prolifically over the years in the areas of the customer experience, leadership and, most recently, digital learning.