



CREATING EXTRAORDINARY CUSTOMER EXPERIENCES

Customer service excellence is not a luxury: it is a business necessity.

In today's competitive market, the need to deliver exceptional customer service is vital to differentiate your business from your competitors. For the past 25 years, we have been helping businesses build loyal and meaningful relationships with their customers. By focusing on the key drivers of the customer experience, your team will take an ordinary service request and turn it into extraordinary experience. This human interaction has a powerful, positive impact.

In order to have your customers become brand advocates, you MUST:

- ✓ Create a culture that your employees are excited to service your customers
- ✓ Deliver consistent non-negotiable service standards
- ✓ Build authentic relationships with your customers
- ✓ Empower every employee to make a memorable, emotional connection at every touch-point
- ✓ Ensure every interaction is backed by a quality control process that includes a continuous learning approach for best result.

Done strategically, you can position your organization for increased profits and long-term success.

“The Town of Fort Erie was re-energized by Laurie’s “Our Focus ... Our Customer” training. As a result of her mystery shopping and staff survey, we found we did transactional business really well but it was the “human” side we needed help with, and she brought out the best in all of us. Beginning with the design of the program with the senior leadership team right through to the interactive learning with our entire organization, Laurie’s customized training left us all wanting more.”

Tom Kuchyt, CAO, Town of Fort Erie

Count on expertise that will help set you apart.

After a thorough discovery call, we will develop a customized training program to meet your overall business needs.

Some of our services include:

**Customer
Service Audit**

**Customer Service
Standards**

**Leadership
Focus**

**Customized Customer
Service Training**

**Sustainability
Training**

**Short training
video reminders**

Questions for You to Consider: Is your team truly optimized? Are you offering a service that is differentiated from your competitors? Are your customers brand advocates?

"She is a fantastic facilitator with great energy and really has a passion for the work she does. She is engaging and very genuine in her approach (you can tell that she "walks the talk"). Like no other, she customizes programs to suit the specific needs of the client group. I have worked with many, many facilitators in my career and I have not seen anyone conduct a more extensive needs analysis or customize the program right down to the smallest detail like Laurie has! In the end, she delivered a very interactive workshop that received very positive feedback. I would recommend Laurie, and in fact I have recommended her to many colleagues, in a heartbeat!"

Jennifer Lindley, Manager , Alectra

"We recently wrapped up some customer service training with Laurie Flasko. And I can't possibly say enough good things. Laurie you developed a customized training program. It engaged everyone. It was interactive and we had some great laughs throughout. Thank you so much for everything you did for us I can't wait to work with you again."

Paula Potter, Chief Operating Officer , Saskatchewan Healthcare Employees' Pension Plan