

# Customer at the Heart:

Engaging Your Customers To Become Your Advocates



**Customer  
Engagement**

## What is Customer at the Heart?

Bringing excellent customer service into the heart of your business is of course critical for all businesses. Equally important is delivering a service to customers' which is going to drive sales for you. Your customer service offering should be the "stand out" feature of your business.

This session will be facilitated by TV retail expert & presenter Kate Hardcastle, offering practical results driven solutions & advice. During this interactive session, Kate will walk delegates through how the importance of having the right team members in the right place is vital, how businesses will need to evolve in order to compete in the future along with some practical tips and guidance to ensure your service is delivering for you.

Insight with Passion will help you to look at;

- Core Customer Needs –What are they and how do we determine them?
- Customer Journey – Touch points and service improvement initiatives
- Customer Proposition – talking to the customer in a language that is understood
- Service Delivery – customer excellence / tracking, reward schemes for customers

## The Benefits

At Insight with Passion we are confident we can quickly help your business to understand where you stand with customer service, to map out the customer journey and detail the touch points. This can instantly impact the business with quick wins, whilst focusing the team on the key challenges you face and help them to deliver more effective solutions quicker. We would summarise some of the key outputs as...

- Develop tools and techniques for identifying customers needs
- Map out a customer journey and touch points
- Understand the importance of having the right proposition to attract more customers
- Know how to track your customer service and rate how good it is
- Ideas on reward and recognition schemes for your customers and colleagues
- Develop an action plan for the key customer aspects for your organisation
- Practical examples of how to create the right environment for your customers
- Insights on the ways to communicate with your customers to get your message heard

*Thankyou Kate for an amazing workshop in Preston, you have truly inspired me to take my business to the next level."*  
*Victoria Morley – business owner*

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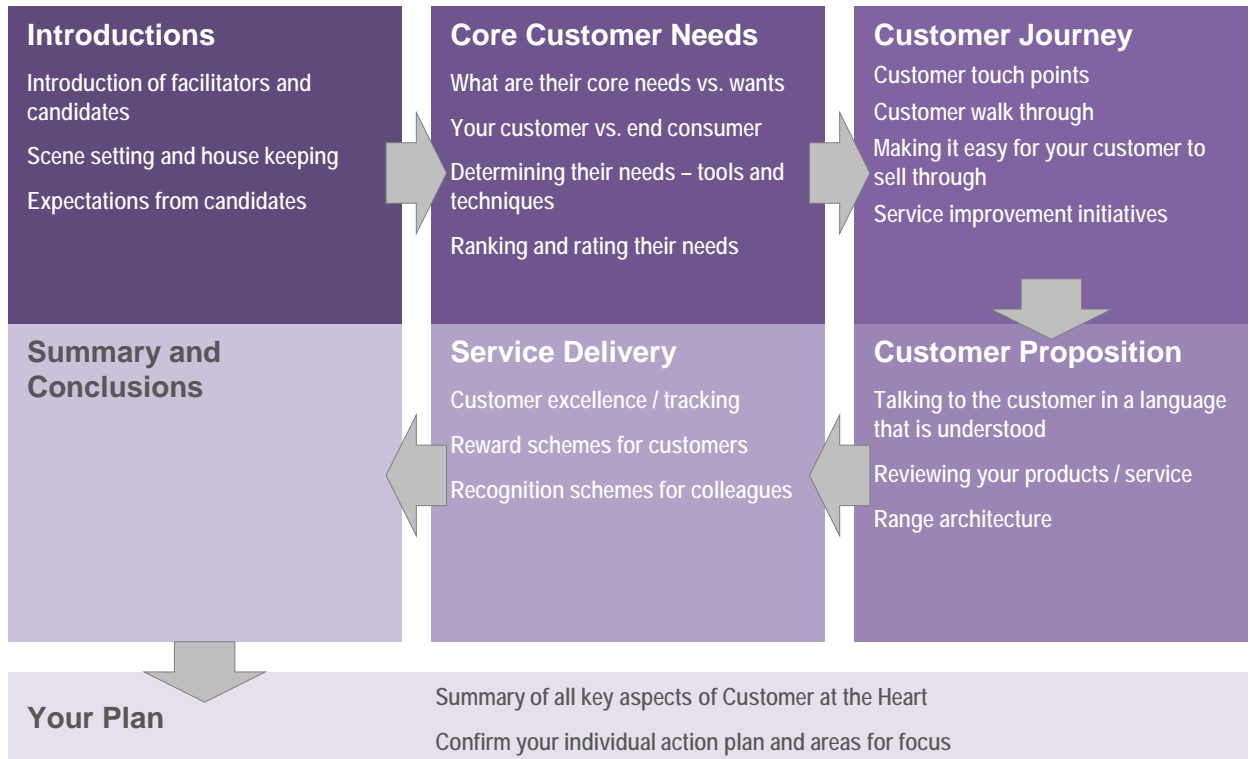
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**SOLVING YOUR BUSINESS PUZZLE  
ANALYTICALLY AND CREATIVELY**

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## Seminar Outline



### Who is this Seminar For ?

All leaders of service businesses, retailers and suppliers to retailers who want to improve their performance and their in-store experience, including:

- Front line colleagues who deal with and engage customers
- Owners of service and retail business, and suppliers to these
- Managing Directors / CEOs of organisations who want to enhance the dynamic aspects of their retail offer
- Directors / Managers with responsibility for customer service interaction
- Directors / managers who are responsible for product or service development
- Manager of service, retail and suppliers who want to improve their skills

### Why book with us?

Insight with Passion is a business transformation firm with a clear focus on driving return on investment for clients. We work with leadership teams to unlock the challenges they face and help them deliver tangible commercial and cultural results, by aiding them to focus on and get the most from their customers.

With over 60 years combined experience, multi-awards and testimonials that speak for themselves, you can trust in getting the very best in the industry to give you insight and techniques for real businesses.

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# Retail Theatre:

Bringing your shop floor to life for your customers



## Retail Strategy

### What is Retail Theatre?

The need to get the most from your existing customers and attract more of them is the lifeblood of every business. Finding ways to bring your shop floor to life for you customers, through the look, the feel, the sounds, the smells and your service – will deliver just that. Retail theatre is a clear and refreshing way to add impact to your shop floor, to improve the shopping time and the average spend per customer.

Insight with Passion will help you to look at;

- Presenting the products – life-style arrangements bring them to life for customers
- Creating the atmosphere – the look, the feel, the sounds, the smell, the taste
- Plus 1 service – exceeding not meeting their expectations
- Living your brand – commitment and consistency at every customer touch point

### The Benefits

You will leave the seminar with a clear perspective on the concepts of retail theatre and practical advice and help on how to deliver it within your business. Including ...

- A clear understanding of what Retail Theatre is and how it can improve your business sales
- Understand where your business sits in the market place to get it to stand out from the crowd
- Practical examples of how to create the right store environment to impress your customers
- Learn how to deliver exceptional service to delight your customers
- Your values, the benefit everyone in the team living them to be unique
- How to engage more customers and keep them in your store
- Communicating with your customers to get your message heard

**Through Retail Theatre techniques win more customers, retain those you have and increase your sales!**

*“The experience of working with IWP was amazing. They have unique talents that help you step back and out of the box, provide you with an opportunity to recognise both challenges and more importantly opportunities “*

*Michael Byrne Head of Store Operations Clerys*

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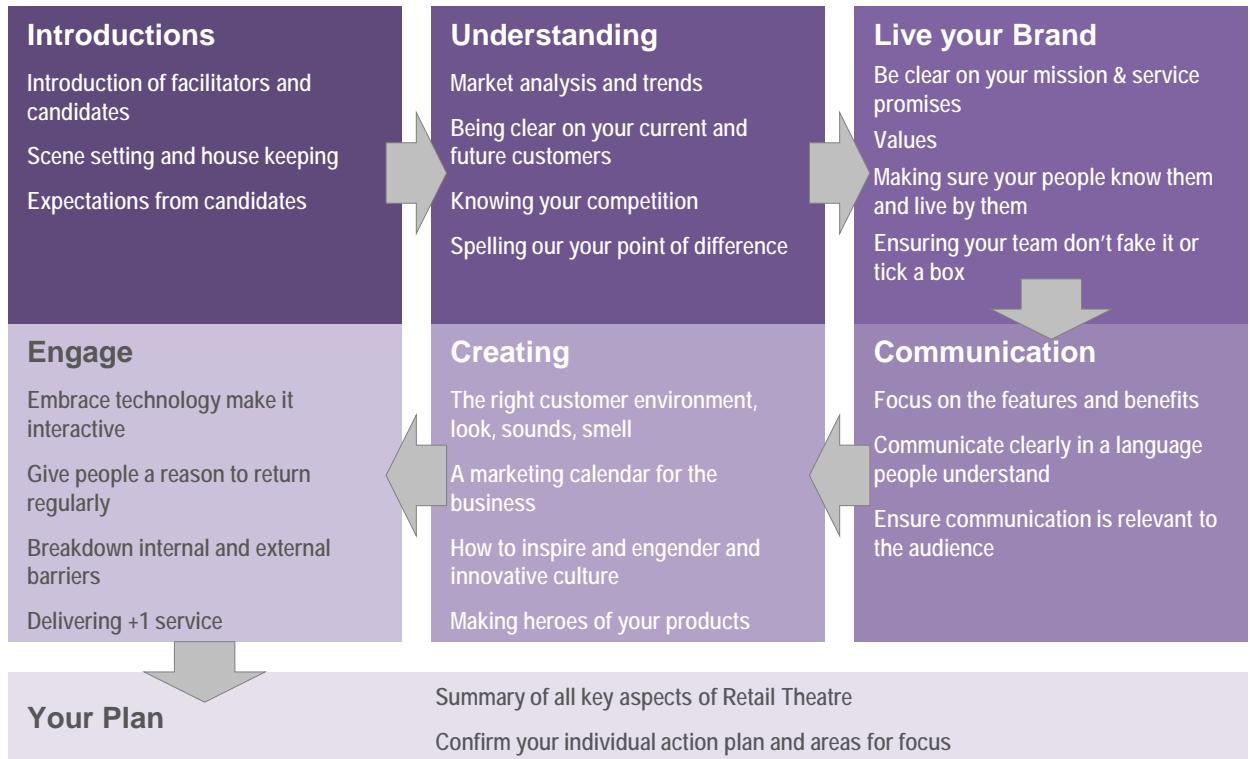
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- Directors / managers with responsibility for customer service and interaction
- Directors / managers who are responsible for product or service development
- Managers of service, retail suppliers who want to improve their skills in creating exciting environments

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