

# CREATING EXCEPTIONAL CUSTOMER JOURNEYS



1/2 DAY PROGRAM



## OVERVIEW

People will forget what you said, people will forget what you did, but people will never forget how you made them feel.

This is a deep dive, creative and practical session enabling participants to take an imaginative look at the customer's experience from their point of view. It explores the expectations customers have at each point of contact with Council, along with the potential emotions accompanying those experiences. We explore how we imagine the customers are feeling and how we want them to feel.

Participants then explore the degree to which current process and procedures support the desired customer 'emotional' journey.



## OBJECTIVES

- Create and analyse a typical journey of a customer
- Understand customer expectations at each point in their journey
- Uncover the multiple emotions experienced by customers
- Explore what customers really want, need and expect to improve their experience
- Identify what changes to procedures, documents and policies are needed to create exceptional customer journeys

## TO BOOK THIS PROGRAM OR DESIGN YOUR OWN...

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