



Dennis Snow Program

Delivering Word-Class Customer Service

Customers have more choices than ever, with the result that most products and services are increasingly seen as commodities. So, in today's market, what can an organization do to stand out from the crowd? Differentiating your service is the key to attracting and retaining customers – while driving bottom line results. More than ever customers are focused on value - what *you* can do that other organizations cannot or will not do. Customers want to know that you are focused on *earning* their ongoing loyalty.

Based on his 20-years with the Walt Disney World Company along with many years of consulting with organizations around the world, Dennis Snow will provide a “how-to” program for creating a service-driven culture. This program will provide you with strategic tools that can be used to raise the bar of service throughout your organization, resulting in “walk-through-fire” customer loyalty.

Participants will learn:

- Approaches that help your employees move from a *task* mindset to an *experience* mindset.
- A process for ensuring that your organization's “backstage” environment never impacts the “onstage” customer experience.
- Four specific strategies for wowing customers every time.
- A mechanism for ensuring that your organization's processes are designed through the “lens of the customer.”