



Kelly McDonald Program Description

Crafting the Customer Experience for People Not Like You How To Delight & Engage the Customers Your Competitors Don't Understand

This session will show how franchise owners, brands and products struggling to differentiate themselves in a sea of sameness can foster long-term loyalty and brand preference with exceptional and customized customer service.

KEY POINTS:

- Learn the latest techniques that innovative companies are using today to train their staff to deliver exceptional customer service.
- Best practices among leading companies and brands will be reviewed.
- Learn how to listen for what a customer wants, not just what he/she may ask for.
- Learn key insights into delivering terrific customer service to the Hispanic customer.
- Specific strategies and tactics will be discussed as well as Do's and Don'ts.