

CUSTOMER W.O.W.

What's Needed • On Time • With Value

Better. Cheaper. Faster. These words have become the mantra of today's customer driving expectations for exceptional service to a new level. Do you have what it takes to W.O.W. your customers and keep them coming back?

Delivering exceptional service starts with embracing your brand, getting the basics right and delivering delighters that will turn your customers into your best marketing advocates. Whether you are a FORTUNE 500 company or a small to mid-size business, delivering Customer W.O.W. will bring value to your company, your customers and your employees.

CUSTOMER W.O.W. WORKSHOP

Our 4-hour on-site workshop provides participants with proven methods that can be immediately implemented to yield results.

- Understand how basic needs and satisfiers form the foundation for W.O.W.
- Identify how to use delighters to create an emotional connection with your customers
- Define your personal W.O.W. goal in terms of Competence, Connection, Service & Solutions
- Describe organizational drivers that facilitate a culture of W.O.W.

Contact Gianna at GiannaClark@EverydayExcellence.org to schedule your workshop today and discover how you can put the W.O.W. in your Customer Experience.



Gianna Clark

Gianna Clark has more than 25 years of leadership experience building top performing teams, achieving excellence and delivering Customer WOW.

As an industry recognized transformation leader and a former FORTUNE 500 executive, Gianna is passionate about helping companies deliver exceptional service. In her role as Vice President Customer Service at Dominion Energy, she developed and implemented her signature Customer WOW initiative that resulted in a significant increase in eBusiness, 55% reduction in customer complaints, a 15% reduction in cost of service and a significant increase in J.D. Power customer service satisfaction score. Her book **Customer W.O.W. Ask Me How** is available at AMAZON and Barnes and Noble.