



What is customer delight?

Customer delight is the result of a powerful combination of surprise and extreme enthusiasm. Our customer service training strives to help your employees go beyond customer satisfaction—we want to help them achieve true customer *delight*.

Why does it matter?

Researchers have found that customer *satisfaction* by itself does not result in loyalty—customer *delight* does. Moreover, delighted customers become your enthusiastic advertisers, ready to promote your business and services.

How can we help you?

Our customer delight services include:

- *Mission Possible*, a creative and engaging customer delight training program that features “The Five C’s of Customer Delight” (see the box on the right).
- Customer service assessments such as “Becoming a Customer Service Star”.
- Customer service training materials.
- Customized program design—we will create a program according to your specific needs and objectives.

Mission Possible!

Mission Possible is lively **1-day workshop** themed after a detective-style adventure. Participants engage in a dynamic simulation, assess their personalities and customer service skills, and discuss the importance of customer delight. The program features “**The Five C’s of Customer Delight**”

- **Collaboration**—a cooperative attitude
- **Communication**—continuous search for customer feedback, listening skills
- **Connection**—the purposeful search for rapport with the customer
- **Control**—willingness to abandon a “victim” mentality
- **Continuous improvement**—the constant search for better ways to serve the customer.

A mini-module version (4 hours) of this program is also available!

Mission Possible will be available for licensing—consult us for details.

