



The Customer-Centric Brand

How to Create a Culture of Service Excellence

What does it take to go from average to awesome in service delivery?

What is it that world-class organizations know and do that others do not?

World-class organizations understand that achieving a consistently high level of service excellence is first and foremost an "inside job." It starts with cultivating a culture committed to the customer experience; that includes internal and external customers.

In this kind of culture, managers know their role in creating the right environment and employees embrace their role in delivering the brand promise. Valuing customers is at the very heart of a customer-centric culture.

When customers feel valued, they develop a loyalty to your organization that:

- ❖ Differentiates your organization from the competition
- ❖ Promotes repeat business, referrals and creates passionate advocates
- ❖ Attracts talented people interested in becoming employees
- ❖ Contributes to enhanced revenues

The Customer-Centric Culture: How to Create a Culture of Service Excellence reveals how the most successful companies in the world engage their employees in creating a culture of service excellence. It also helps the leaders in your organization recognize their own responsibilities toward hiring, training, and rewarding the employee behaviors that contribute to service excellence.

The Customer-Centric Culture: How to Create a Culture of Service Excellence leverages Chris Bryant's dynamic experience with legendary brands in service and his expertise leading organizations to higher levels of performance. Building on his proven track-record, Chris guides participants to a deeper awareness of the beliefs and behaviors required to deliver a transformative customer experience.

This program will help your organization:

- ❖ Establish a common mindset, language and commitment to service.
- ❖ Unlock the secrets to building long-lasting customer loyalty.
- ❖ Create an immersive culture of service excellence that excites customers and contributes to bottom-line results.

As a result of participating in this program, the leaders in your organization will:

- ❖ Learn best practices for creating a culture of superior service.
- ❖ Articulate the core values that set your organization apart.
- ❖ Select employees who share core service values, and train those employees to uphold a culture of exceptional service.
- ❖ Develop and mobilize a team of service champions at every level.

Giving exceptional service is no longer an option. The ability to turn customers from satisfied to loyal can make or break your business.

WHO IS IT FOR?

The Customer-Centric Culture: How to Create a Culture of Service Excellence is designed for leaders at all levels of the organization who have the ability to influence the company culture. No matter the participants or their level in the organization, every program is customized to meet the specific needs and objectives of each audience.

HOW IS IT DELIVERED?

Delivery formats can range from a 45-minute high-impact keynote to a half-day interactive workshop that includes meaningful discussions, activities, and action planning.

All formats include examples from Chris's experiences working with world-class organizations, as well as thought provoking ideas and discussions intended to change the way your leaders think of themselves as keepers of the culture.

Participants can build on the program's concepts with additional resources and follow-up sessions. Regardless of your needs, we can work with you to create a customized strategy.

Chris's sessions are always high-energy and interactive. The level of activity varies according to the session format, length, and number of participants; sessions can include group discussions, individual reflection, skill practice, paired sharing, and other group activities.

WHO IS CHRIS BRYANT?

Chris is a nationally known Brand Strategist, Speaker and Executive Coach. He has emerged as a thought leader in Personal Branding and the Customer Experience. You can say it's in the company he keeps. He honed his expertise with elite organizations such as the Ritz-Carlton Hotel Company and Nordstrom; culminating in an impressive repertoire of best practices and insight.

His expertise has been featured on MSNBC, radio talk shows, major publications and as a columnist for a major newspaper.

Participants consistently come away equipped, inspired and ready to achieve individual breakthroughs that lead to organizational breakthroughs.

What Are Clients Saying?

"In every presentation you delivered, participants all agreed that you "did it with style, enthusiasm and insight". You have made a significant difference in our ability to serve our customers."
~ Good Samaritan Hospital

"Very inspiring! Excellent presenter who knows his stuff on what it takes to create customer loyalty."
~U.S. Department of Defense

"Chris was great! I was able to take what I learned about service excellence back to my office and apply it."
~ Double Tree Hotel

"He will change your views on Customer Service".
~ U.S. Farm Credit Administration



Let's Talk!

To build a customized program for your organization:

1-888-MR BRYANT or 1-888-672-7926

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