



athens customer
experience academy

by secretkey

ON-LINE LIVE
TRAINING

%
Early bird
until
August 5

27

September, 2022

10:30 am-13:30pm
EEST time

HOW TO DEVELOP A CUSTOMER FOCUSED CULTURE

in a post-pandemic
environment

with **Sarah Cook**
Customer Experience & Leadership Expert



* Early –Bird
by August 5

What are the factors that encourage a
customer-focused culture?

How do best practice organisations
deliver exceptional service on a
continuous basis post pandemic?

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This interactive workshop will equip you with the skills and confidence to successfully lead and motivate your team to deliver exceptional service

Workshop Objectives

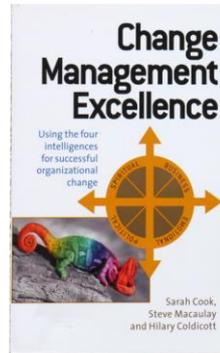
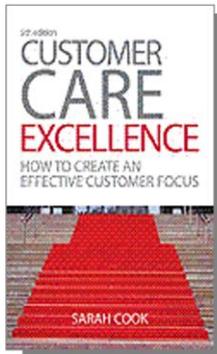
By the end of the three-hour virtual workshop you will be able to:

- Identify the factors that contribute to a customer-focused culture in a post-Pandemic environment
- Assess how well your organisation performs against these criteria
- Define your role as a leader in promoting customer focus and employee engagement
- Describe your own service leadership style and the steps you can take to encourage excellent service in your team and organisation



Περισσότερες πληροφορίες και συμμετοχές

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Agenda of the Live On-Line Workshop “How to develop a Customer –Focused Culture”

• 10 :30 THE SESSION BEGINS

- Introductions
- Customer service post Covid – how the pandemic has impacted customer needs and experience – **current global trends and forecasts**
- How to create a customer-focused culture in your organisation – world-class examples and assessment including videos and case studies (Examples from **First Direct bank, Four Seasons hotels, Chick A Fil restaurants, Lexus car retailer, Butternut Box on-line retailer**)
- How is your organisation performing in terms of customer-focus? **Customer culture diagnostic developed by Sarah Cook that can also be used in the workplace post the workshop**

• 11:45 – 12:00

VIRTUAL NETWORKING BREAK

• 12:00 – 13:30

- The role of leadership in creating a customer-focused culture and employee engagement (**including examples from Container Store, Zappos and Viking Cruises**)
- What is your service leadership style and its impact? (**Includes ‘How well do you create a customer focus?’ questionnaire about your own leadership style**)
- The practical steps you can take to encourage a customer-focused culture in your team and in your organisation
- Motivating your team to give of their best in a service environment (**Identification of your own and others’ motivational factors including an assessment you can use with your team linked to their personality styles**).
- Action planning and review of key learning points

The facilitator
Sarah Cook



Sarah Cook has over 20 years' facilitation and consulting experience specialising in customer experience and leadership development. Sarah began her business career with Unilever where she was Marketing Director responsible for European marketplaces. Having completed an MBA, Sarah moved into consultancy.

Sarah has wide experience of helping organisations to improve their business performance via the quality of their customer experience. She helps individuals and teams to better provide great levels of service quality as well as assisting leadership teams to develop customer experience strategies to enhance the organisation's customer focus. Sarah's style is energetic, business focused and pragmatic.

Recent projects include work around creating customer experience strategies and increasing customer focus in organisations such as Barclays Bank, BUPA, Vodafone, National Trust, Standard Life, Network Rail, Meridien Hotels and Resorts, AXA Group, Roche Pharmaceuticals and Royal Bank of Scotland Group.

Sarah has an M.A. from Cambridge University. She gained an MBA in 1991. She also has a degree in Psychology. Sarah is a Fellow of the Chartered Institute of Personnel Development and a Chartered Marketeer. Sarah is an accredited coach and a licensed user of a wide range of psychometric instruments including MBTI, EQI, SDI and Prism.

She is the author of over 45 books and manuals for managers including: 'Leading the Customer Experience', 'Change Management Excellence' and 'Customer Care Excellence'. Sarah is a judge at the National Training Awards and the Customer Experience awards



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HOW TO DEVELOP A CUSTOMER-FOCUSED CULTURE IN A POST PANDEMIC ENVIRONMENT

September 27, 10:30 – 13:30 , EET

Books by Sarah Cook

Customer experience specialists

Books by Sarah Cook:

- Customer Care Excellence
- The Essential Guide to Employee Engagement
- Change Management Excellence
- Complaint Management Excellence
- Leading the Customer Experience



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For information and registrations please contact Secret Key

Αριθμός Συμμετεχόντων	Χρέωση Early Bird έως 5 /8 /22 (* στην τιμή προστίθεται ΦΠΑ 24%)	Χρέωση από 6/8 έως 27/9 (* στην τιμή προστίθεται ΦΠΑ 24%)
Για 1-2 συμμετέχοντες	250 € ανά συμμετέχοντα	300 € ανά συμμετέχοντα
Για 3 + συμμετέχοντες	220 € ανά συμμετέχοντα	270 € ανά συμμετέχοντα

*Participants will receive the training material, culture diagnostic tools, case studies of best practices, Service Leadership Questionnaires, Motivational Tools



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