



## Living the Customer Experience

Allow your People walk in your Customer's Shoes....things will never be the same again!

What is the best way to ensure your Customer-Facing People are strengthening Customer Loyalty and Sales with each Customer Contact? Let them live their Customer's Experiences with an innovative, fun but highly-effective Experiential Workshop. They will walk in their Customer's Shoes, highlighting the rights and wrongs of their current approach and cementing the principles of Customer Service & Sales Excellence with every step.

### What is the Programme about?

- Whether your Business is a Bank, Shop, Restaurant or Call Centre – your Team will become the Customers for the day. They will struggle with Product faults, be frustrated by policies, they will play the part of the Customer and rely upon the services of a special Front-Line Team..... undercover operators who are rehearsed in handling each service issue either extremely well, extremely poorly or maybe just indifferently
- Everyone involved will experience first-hand how frustrating it is when things don't go smoothly, People don't listen properly, handle things incorrectly or not at all. Finally they will feel the delight of then experiencing a good service
- Through this unique experiential learning approach, your Team's mind-sets and approach are significantly impacted – resulting in an increased energy, willingness and focus on Customer Satisfaction

### Who should attend?

- Anyone involved in Customer Service, Sales, After-Sales Service or Complaint Handling in any Business Sector
- Newly appointed Front Line People who need to improve their Customer Focus and Service or Sales Skills in order to deliver the best-possible Customer Experience with every Customer Contact
- Experienced Teams who may feel that they would benefit from a reminder of what delighting the Customer looks and feels like to increase their energy, drive to excel and Business Results
- Senior Management Teams who feel they need to 'go back to the shop floor' to refresh their thinking – possibly reconsidering their Customer Service and Sales Strategies for their Business

OMT Group is an Organisational Development Firm that helps Businesses get better at leading, organising and managing their People to achieve better results.

If you would like to know more about our Clients, our Solutions and our People you can visit [www.omtorgdev.com](http://www.omtorgdev.com) or call us in Ireland on +353 61 333 640 or in the UK on + 44 845 6041768

## Programme Structure

- **In Advance:** Depending on the number participating in the Workshop, a group of Participants who are confident in the art of Role Playing are nominated by the Business/Team Leader. This Group are guided through a 3 Hour process (in advance of the Workshop) with the aim of producing a series of relevant and challenging Customer Scenarios (often based on real experiences) which will be used during the live Workshop. This group will also receive some basic practice in how the workshop will play out
- **The Workshop:** Following a simple briefing, your Front Line Teams will play out the scenarios, 'walking' in their Customer's shoes and experiencing all that entails – all fully facilitated by OMT Group. This session will take place in their normal working environment – before or after normal service hours or even during service if that is possible
- **The De-Brief:** The last part of the Workshop involves a reflection and discussion on the experiences of the Customer Scenarios resulting in new insights into the impact they have on the Customer – the power to delight or frustrate through their tone, manner, listening skills, responsiveness, understanding and simple willingness to go the extra mile
- **Taking it Back to Work:** The Team then continue with some learning on the principles of Customer Service and Sales – practical tips and tricks that they can now use to improve the Service they provide, identify Sales Opportunities and manage Customer Issues – all based on the learnings they experienced earlier in the session
- **Accreditation Option:** This Programme can be expanded to facilitate the achievement of a FETAC Certificate in Customer Services

## What Our Clients Say....

We had put our Staff through a number of Customer Service Training Programmes before, some were days long, but the shift in attitude we achieved from this OMT Programme was by far and away the most profound. You could really see the difference as soon as they went back to work!

## Why OMT Group?

- All OMT Group Workshops/Programmes are highly innovative, incorporating the latest in Accelerated Learning Techniques, Business Gaming, Reflective Feedback and Scenario Role Playing
- Ours is always a very practical approach to Management Development, grounded in the real issues of your Business
- Your workshop will be facilitated by internationally experienced Consultants who each have a strong background in Business Management as well as Organisational Development expertise and accreditation

**Interested in learning more  
about how OMT Group can  
assist your Business?**

## Contact Us

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OMT Group is an Approved Centre/Member of the above listed bodies.

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