

INSPIRED

CUSTOMER SERVICE WORKSHOP

Creating a Culture that Revolutionizes the Customer Experience

The Experience

80% of companies claim they deliver excellent service, but only 5% of customers rate themselves as “very satisfied.” That’s a problem.

InSPIRED performances in business are ultimately judged by client satisfaction, manifesting in repeat business. These performances don’t happen by accident, but as the result of a critical and strategic component of an effective business model.

InSPIRED Customer Service begins with intentionality. It gets maintained through consistent, diligent development. It takes a significant investment of time, effort, and money to attract clients to your business. Creating inspired experiences is key to ensuring that investment pays off.

The Adventurers

- **C-Suite Leaders** will discover how renewing their commitment to inspiring employees, who work an inspired process, will develop loyal customers and build a brand-worthy culture that delivers remarkable, sustainable results.
- **Customer Service Leaders** will discover how to inspire others to deliver their very best, increasing full engagement that delivers over-the-top service, elevating their team’s performance and retaining satisfied customers.
- **Customer Service Professionals** will discover their passion for serving others, the importance of their vital role within the organization and how to deliver inspired experiences to each and every customer.

Chris Fuller is a veteran business consultant who believes life is an adventure to be lived, not a crisis to be survived—and leadership is a privilege to be passionately pursued. He’s experienced leadership at every level imaginable—from being an unprepared, first-time leader to advising C-Suite leaders at Fortune 500s—and everywhere in between. He’s spent decades running and scaling businesses, training and developing leaders, and preparing teams to reach their highest summits. Chris now leads a team of facilitators who love leveraging tales of real-life adventure to bring critical leadership lessons to life.



Startling Stats

- The probability of selling a new prospect is 5-20%, an existing customer is 60-70%.
- It is 6-7 times more expensive to acquire a new customer than to keep a current one.
- A 5% increase in customer retention increases profits by up to 125%.
- A 2% increase in customer retention has the same effect as decreasing costs by 10%.

The Objectives

- Equip leaders with the InSPIRED Leadership Pathway to empower and encourage customer-facing employees to serve with passion and purpose.
- Educate and equip participants to deliver inspired performances that increase customer satisfaction, retention, and profitability.
- Inspire participants to adopt the InSPIRED framework, create a passion-filled, purpose-fueled culture which serves both internal and external customers as they achieve the organization’s vision and mission.



If you became known as the gold standard for serving customers in your industry, what would it do for your brand?

Participants Will Learn...

- The InSPIRED Leadership Pathway™, a proven plan to achieve remarkable results for customers
- The importance and impact of customer service
- How to discover a passion for the customer experience
- How to create an intentional culture of WOW service—for both internal and external customers—that can't help but produce raving fans
- The best practices to recovery after failing a customer
- The Leadership practices to achieve maximum integration while minimizing friction in systems, teams, and relationships that detract from Inspired Performances
- How to invert the traditional org chart and why this is critical to customer service
- To architect and own the customer experience from beginning to end
- To consistently execute with excellence to deliver results that drive bottom-line profitability
- To learn, grow, and adapt continually to maintain a competitive advantage

The Gear

- Full-day intensive workshop*
- Interactive Participant Guidebook
- An engaging, fun experience that brings customer service lessons to life.

**(Workshop can be customized for first time leaders or supervisors, or expanded to a multi-day boot camp experience.)*

The Benefits

When leaders apply the insights from InSPIRED Customer Service, they see a dramatic uptick in results. Selling to an existing customer is much more efficient than tracking down new leads—and results in greater profitability. Repeat customers are more profitable, and on average, loyal customers are worth up to 10x as much as their first purchase.

InSPIRED Customer Service increases profits, empowers teams who serve, uncovers the hidden potential in current customers, creates long-term relationships with loyal customers, and builds your brand as one who is talked about in the best way possible.

When you differentiate from the competition, you become the icon of excellence for your industry and enjoy the rewards of succeeding with satisfied, loyal, and InSPIRED clients.

If you are ready to master the model and create a culture that is truly committed to the highest level of client experience, contact Chris to learn how The InSPIRED Customer Service Workshop can help you.

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