



## Serves You Right!®: The Ultimate Customer Experience

### The Ultimate Customer Experience is the battleground for brands today!

82% of all customers stop doing business with a company because they were unimpressed by their poor customer service.\*

70% of the workforce is disengaged.\*

7 out of 10 experiences with your customers will be either unimpressive or downright negative.\*

This means 4 out of 5 of those customers will take their business elsewhere.\*

### Can your company afford an average client attrition rate of 57%?

#### The Bottom Line: Retention Matters!

#### Bring your customers back!

- ★ A loyal customer can be worth up to 10x as much as a single purchase!
- ★ Loyalty is the most difficult thing for any competitor to imitate.
- ★ Your staff IS your first customer.
- ★ Happy staff = Happy customers = \$\$\$

#### When was the last time you had a WOW experience?

Dutch Bros Coffee outperforms in customer experience an loyalty. Dutch Bros Coffee breaks all the rules with their well-caffeinated staff and blastin' rock and roll music! They entertain forever long lines of drive-through customers AND staff who don't want to be anywhere else.

Dutch Bros isn't competing in the coffee business...they're competing in the *people experience* business.

### Watch a preview of Susan's Serves You Right!®: The Ultimate Customer Experience:

#### Here's how the Susan Brooks' Ultimate Customer Experience Serves You Right!®:

- Define your company's key differentiator
- Learn how to implement the Five Strategies that deliver the *Ultimate Customer Experience*
- Create loyalty and trust between customers and staff through the Four Service Arenas
- Uncover the hidden financial value of retention
- Transform your company's culture using the Secret Agenda Method

#### Susan makes you the HERO!

Susan is a dynamic, engaging, international, and professional presenter. She's been where your attendees are now...and where they want to be. Organizations around the world hire her to get their businesses on the fast track to a profitable and sustainable future.



### Customized Conference Keynotes • Trainings • Workshops • Coaching • Licensed Programs

Susan offers: 30-120 minute Keynotes, Half Day and Full Day Workshops, Customized Trainings, Organizational Consulting, 1:1 Coaching, and 6-month intensive programs.

**For more information and to book Susan,  
 CONTACT: Susan@SusanLBrooks.com**