

"Customer Loyalty through the Customer Experience "

**Main Grandstand, Ascot Racecourse
Ascot, Berkshire SL5 7JX**

Friday 4th November 2011

07:30 – 09:15

Network breakfast plus guest speaker.

Shaun Smith, Director – Smith+co



Overview:

How do you create a customer experience that is so distinctive and valuable that your customers become 'fans'. How do you create an employee experience that is so unique that your people are your brand??

This high-impact presentation will get you challenging your own organisation's customer experience and completely re-thinking how to manage your people to deliver it.

Shaun will reveal the essential ingredients for generating a customer experience that creates real brand differentiation and high levels of customer advocacy.

Delegate Rate
Members £16.00 + VAT
Non-Members £21.00 + VAT

About Shaun Smith

Shaun is one of the leading experts in customer experience management. He has developed some of the latest thinking around this subject, helping organisations world-wide to create a compelling customer experience that achieves long term customer loyalty. He is co-author of four critically acclaimed books and runs his own customer experience consultancy, which is firmly rooted in the 'keep it simple' ethos.

He doesn't talk paradigms, complex methodologies or even seven magic bullets; instead expect straight forward, pragmatic and at time controversial opinions and advice. He has been rated as one of the UK's top business speakers.

Booking hotline: 01753 870 500

Further information can be found online at: www.thamesvalleychamber.co.uk

Or via e-mail to: customerservices@tvchamber.co.uk