

The Neuroscience of Customer Experience Management (CEM)

Talk Outline

Who should attend?

The material is appropriate for anyone at any level, new or experienced, whether managing a large or small portfolio.

Details

Duration: 50-mins

Date:

Time:

Venue:

Your Expert Facilitator

Ian Rheeder, CM (SA), MSc

Over the past decade Ian has successfully trained thousands of sales & service people. His previous corporate position was marketing & sales director of the global zipper giant, YKK. He is a chartered marketer and holds an MSc The Neuroscience of Leadership (cum laude).



By understanding the latest thinking behind service marketing, this talk will put you and your business a decade ahead of the pack.

In just 50-minutes Ian Rheeder will get you to fully appreciate the elusive topic of Customer Experience Management (CEM). His award winning talk is hard hitting because it starts with actual case studies using a hidden camera. Ian's talk proves why expensive service training is a waste of time; unless of course you first understand the much deeper psychology and neuroscience of the human race.

Main topics covered:

- Seven in-store retail case studies with a hidden camera
- Charity begins at home (customer centricity)
- The latest "engagement" statistics from Gallup's 27-million employee study
- STOP Trying to Delight The Customer
- Understanding the Psychology and Neuroscience behind customer experience management (CEM)
- The best tips on CEM and leadership
- The Neuroscience of Selling/Persuading

References:

Thank you for your world-class customer experience talk. The feedback was very positive from all the attendees.

Dirk M, Brand Manager, Mercedes-Benz SA

Thank you once again for speaking at our Customer Experience seminar; you scored 100%, best speaker three times in a row at Knowledge Resources conferences.

Katie S, Head of Conferences and Training, Knowledge Resources

Your "customer experience" talk was outstanding – in my opinion the best Tile Africa has ever had in the last 10-years. People are still talking about the points you raised a week later. Brenda V, Marketing Director, Tile Africa

Ian is a founding member of the SA Marketing Association, is a Past President of the Professional Speakers Association (JHB), and is part-time faculty at Africa's number one business school, The Gordon Institute of Business Science (GIBS).

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