

## Extraordinary Customer Service Experience

As you watch the YouTube™ video, individually complete only the **left** column of the handout with the eight trends seen around the world to empower the customer experience from the YouTube™ video:

How can we create an extraordinary customer experience today – Gillian James, TMI  
 How can we create an extraordinary customer experience today? How can we engage our customer in our business? With more than 20 years of experience in the field, Gillian James , Managing Director TMI UK, shares eight trends seen around the world to empower the customer experience.

<https://youtu.be/C35qF7HDeJQ>

Upon completion of the video, with a partner, continue filling in the chart with the appropriate information. Describe how effective communication techniques and the use of appropriate business procedures/equipment can contribute to client satisfaction and business success. Be prepared to share your responses with the class.

	<b>Satisfying Client Outcomes and Business Success</b>	
<b>Eight trends</b>	<b>Effective communication techniques</b>	<b>Use of appropriate business procedures and equipment</b>
<b>Imagination</b>	Customers expect to be with respect and honesty. Businesses need to communicate how their products/services can fulfill the needs of customers.	Businesses can use the following methods of media to advertise their products and services: <ul style="list-style-type: none"> <li>• billboards</li> <li>• flyers</li> <li>• Internet</li> <li>• magazines</li> <li>• newspapers</li> <li>• pamphlets</li> <li>• radio</li> <li>• television</li> </ul>

Name \_\_\_\_\_ Period \_\_\_\_\_ Date \_\_\_\_\_
