

**Short Description of the Presentation:**

The way customers perceive your company is an important factor in your long term success. Creating consistent and memorable experiences is the key that opens the door to customer perception; their reality. In this session we will identify the ten best strategies to great customer experiences.

**Definition of Customer Experience**

**Ten Best Strategies for Creating Outstanding Customer Experiences**

- Managing first impressions
- Connecting and engaging with your customer
- Paying attention to detail bears fruit
- Be intentional with the customer
- You are the expert, act like it
- Managing customer pain points
- Defining the journey for the customer
- Consistency pays dividends
- Be grateful, appreciate your customer