

EMPOWERING CUSTOMERS: CAPITALIZING ON CONNECTIONS TO MAXIMIZE CUSTOMER VALUE

Every customer interacts with an organization through multiple channels, all of which are influenced either directly or indirectly by employees. The degree to which a customer perceives value in their interactions is determined solely by our employees. It is through these interactions that customers form their impressions as to whether the organization adds value, and the various forms within which they can receive that value. What this means is that every conversation that our employees, board members, and contractors have with our employees counts.

Key Takeaways:

- ▶ How today's customers define value.
- ▶ The four touch points of value that employees can influence.
- ▶ How to improve customer value with every employee interaction.

“Shawn's presentation “Empowering Employees to Create a Dynamic Safety Culture” was engaging and made the audience think. This was a great interactive presentation that was very well received by the ASSE and AIHA Chapter membership

–Paul E. Edler

Sr. Safety and Health Consultant, Zenith Insurance Company

