INTERACTIVE LIVE SESSION

THE CUSTOMER CENTRICITY CIRCLE

The Five Rs of Customer Growth

Spot the blind spots that cost you clients



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A customer experience goes wrong. We fix the problem and assume everything is fine. But is it?

Michelle introduces the Five Rs of Business from her forthcoming book, ***The REAL DEI***. Through a customer recovery scenario, we'll uncover how small blind spots erode retention, trust, growth and referrals, and why even a well-intended recovery may not be enough.

THE FIVE RS

- R Revenue
- R Risk
- R Return
- R Representation
- R Reputation

YOU'LL LEARN HOW TO

- ✓ Connect customer experience to revenue, risk, return and reputation
- ✓ Identify whose voice or needs may be missing
- ✓ Turn customer recovery into retention, trust and referrals

OCTOBER 16 10–11 AM EST

Live online via Zoom · Interactive session

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