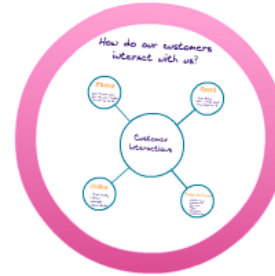


Brainstorm  
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THE GOOD THE BAD AND THE UGLY

Best/Worst Customer Service Experience



We have three types of Customers!

- Leads
- Students
- Industry Professional

Customer Service

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How do you define Customer Service?

What does a customer at Think want and expect?

How do you personally make guests feel good about doing business with Think?

Notes:

Think about how you create a special guest at your home...

Your "customer" at Think is a guest at your "home". How do you create them as a guest?



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Technical Note: Customer Experience Systems

Agenda

Think is a guest at your home...

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# Customer Experience

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# Technical Note: Customer Experience Systems

Agenda

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# Agenda

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- Two Truth's and a Lie
- Customer Service Presentation
- Think IT
- Learning Portal
- Think Class

# Two Truths & A Lie

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One person lists three "facts" about themselves, except one of the facts is a lie.

Be sure to be random about the order of your "facts".

- As a child I went to 15 different schools
- Ryan and I were in the car park during a bank robbery
- As a child, I was 'Annie' on a Musical tour in NSW

How do you personally  
make guests feel good  
about doing business  
with Think?



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Customer

Experience



# Brainstorm

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THE GOOD THE BAD AND THE UGLY

Best/Worst Customer Service Experience

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How do you define  
Customer Service?

What does a



According to the Experts...

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"Customer service is the provision of service to customers before, during and after a purchase.."

"Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation."





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More often than not customers are not provided with the answers in an appropriate and acceptable manner. Even though their queries may feel mundane and frustrating - we must persevere.