

Images of Customer Experience

A resource for dialogue about the feelings and values associated with Customer Service



The 48 high-quality and versatile cards (3 x 16 images) offer a perfect introduction to Customer Service training by offering an intriguing and personal exploration of some of the principles that underly excellence in building and maintaining customer and supplier relationships. These images are designed to stimulate discussion about the emotions they represent and to begin a process of exploring practical ways of providing positive experiences to our own customers and clients. The images may, at first, seem obscure but this adds to the need for groups to share their responses and individual interpretations.

These images are designed to be metaphors through which individuals and teams can explore issues relating to customer service. The cartoon style is accessible and people at all levels in organisations relate to the images and experiences depicted. This allows a 'door' to be opened into dialogue that might otherwise be difficult to be tackled directly. For many, talking about the pictures is a safe and structured way of expressing feelings, frustrations and hopes around customer service in their organisation. Images of Customer Service is an excellent way to open any customer or supplier-related training programme.

Each of the selected images in this pack represents a feeling, emotion or experience that might be associated with an individual's experience of Customer Service. Some of these are positive, some less so. Our experience of receiving good or bad service is an emotional one: we react with pleasure, satisfaction, surprise, anger, frustration or disappointment according to the extent to which our expectations have been met. Those who understand Customer Service recognise this emotional link. They aspire to make the customer's experience one in which positive emotions are felt and remembered, so that the customer stays loyal and recommends the experience to others.

Look at the this image, what do you see?

A clever teacher passing on knowledge to a class? Or a humiliated learner, made to feel ignorant by the teacher's lack of empathy? How does this relate to Customer Service?

As a customer, have you ever been made to feel 'the dunce' because of a lack of product knowledge? What effect did that have on your buying decision? And how did it make you feel about the supplier concerned?

For a more in-depth, 1 day Workshop please contact sales@rsvpdesign.co.uk regarding our Working with a Customer Focus Workshop. This includes all activity materials, facilitator slides and delegates workbooks to run an activity-based Workshop around managing customer relationships.



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