



# Christine Chen CONSULTING

*Building an Exceptional  
Service Culture*



Christine's dynamic keynotes **inspire, inform, and encourage** teams to give WOW service internally and externally.

### JUST IMAGINE A COMPANY CULTURE THAT:

- **Inspires** your entire team to provide exceptional service
- **Aligns** leadership to provide a clear service path
- **Provides** consistent service at every touch point
- **Creates** loyal customers who become your brand ambassadors
- **Fixes** mistakes beyond the customer's expectations
- **Recognizes** and celebrates loyal employees
- **Wows** your customers every single day
- **Enjoys** higher revenue

### TESTIMONIALS:

*"Christine's efforts and excellence are still being talked about by our organization..."*

AARON TOMAS, SENIOR  
MANAGER, PHILIPS  
HEALTHCARE

*"This is a 'must' for any organization who values building relationships with potential clients, and promoting the professional presence of their employees."*

MONICA TILLET, MANAGING  
DIRECTOR, WTAS LLC

*"...she can wow any audience and ingratiate herself to everyone in her presence..."*

CYNTHIA DE LORENZI,  
CEO, SUCCESS IN  
THE CITY

*"Ms. Chen is an exceptionally warm and poised individual who exemplifies her experience in professional training..."*

IVY DESHIELD, PROJECT DIRECTOR,  
GEORGE WASHINGTON  
UNIVERSITY

*"Chris was able to keep a group of experienced managers highly engaged..."*

DIANE POLK, DIRECTOR,  
HUMAN RESOURCES,  
A XEROX COMPANY

### SOME OF CHRISTINE'S CLIENTS INCLUDE:



### MEDIA APPEARANCES:

- **CNN**
- **Fox News 5**
- **New Channel 8**  
**"Let's Talk Live"**



# Christine's Keynotes

## **The WOWability Factor:**

*Creating those exceptional experiences that keeps them coming back....again and again!*

Did you know studies indicate that by the year 2020, the customer experience will overtake product and price? There's a huge opportunity to rise above your competitors and differentiate your business from the pack by improving the customer experience. Customer service is not just a department anymore. It's an entire culture.

### KEY TAKEAWAYS:

- How to differentiate yourself from the competition
- 5 levels of service - Wretched to WOW
- 6 steps to WOW service that creates brand ambassadors

## **The Leader of Exceptional Cultures:**

*Guiding a culture that embraces exceptional service*

Did you know 93% of employees who feel valued are more willing to do their very best for their employer? Leaders who empower and involve employees, and who model a clear vision enjoy the benefits of an exceptional culture capable of providing WOW service....externally and internally.

### KEY TAKEAWAYS:

- How to create a service vision that inspires your team
- Aligned leadership vs. discombobulated leadership
- Empowered employees who value and live your culture

## **The Customer's "Quiet" Journey:**

*The non-verbal experiences your customer faces are POWERFUL!*

Did you know that 93% of your first impression is non-verbal? The messages you send through body language and tone of voice can be sabotaging your ability to connect with and retain customers. Make every aspect of your customer's journey exceptional from the time they visit your site, to calling your office, to visiting your company. Consider what they see, hear, and feel.

### KEY TAKEAWAYS:

- What's your customer's first impression
- What are the non-verbals that your customer experiences
- Could you be sending unintended messages to your customers....or your team