

Customer Experience Store Tour



Walk in your customers' shoes for a day and benchmark your performance against other leading retailers and bankers.

Our Customer Experience Store Tour is a unique, exciting day that will open your mind to just how you can differentiate your business and grow revenues at the same time.

It gives an in-depth insight into what can truly make a difference to the delivery of an exceptional customer experience, and it demonstrates just how the customer journey can make a real difference to the bottom line. During the day we visit a variety of retailers, both from the banking and non-banking sectors. We'll catch retailers getting it right – and sometimes, getting it very wrong.

Taking steps towards excellence

The tour is designed primarily for retail bankers who are facing revenue growth and customer retention challenges, and want to find new ways of delivering sustainable improvements and adding real value. Suppliers to the banking industry have also found the event of great value, giving them a greater understanding of the challenges facing banks today.

The guided tour is led by John Berry, (former MD retail banking at Abbey National where Costa Coffee and branch franchising were amongst his innovations that achieved worldwide recognition). His extensive customer experience in recent years through working with leading retail banks and retailers around the globe create real added value for attendees.

Book now!

Places on each tour are strictly limited.
Go to www.customerbuyology.com
for more information about the next tour
happening near you.

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What to Expect



The day starts with a full briefing and a discussion about the current challenges facing attendees. We explore benchmarking the retail experience in banks and in other retailers, and how this can be useful. The tour then moves to the high street, where we delve into the physical customer experience delivered by a number of well-known retail brands.

On the tour we identify and investigate three main areas:

- The overall customer experience.
- The customer journey from walking through the door, to leaving.
- Creating the desired brand experience.

After the tour we reconvene to review our findings. We discuss staff empowerment, the effective measurement of loyalty and advocacy, and how key elements of the customer experience can make a real difference to long-term bottom line profits. We also explore how the lessons learnt can be applied to the attendees' own challenges, ensuring that the lessons from the tour translate into practical, achievable actions.

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