



STANDARDS
INTERNATIONAL®

SERVICE EXCELLENCE THE POWER OF YOUR CLIENT JOURNEY

Powering business sustainability and scalability.

Introduction

Put your client at the heart of your business and create an outstanding client experience.

This workshop will demonstrate the power inherent in the client journey. This is an opportunity to craft your client journey while focusing on the client experience by tapping into the five senses.

This workshop is designed to help you upgrade your existing knowledge, giving you the confidence to apply it in practice, and offering the opportunity to double down on your abilities and further develop your existing skills.

Learning outcomes

By the end of this workshop, you will be able to:

- Enhance the importance of the client journey for your business's benefit
- Redesign your client journey by incorporating key enhancements
- Understand the essence of the client journey from the client's perspective
- Design and describe your ideal client for the benefit of marketing and client servicing
- Understand the composition of the support team required to deliver optimal client service



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Topics covered:

Module 1: The importance of the client journey

Module 2: The five senses

Module 3: The Ultimate Client Journey

Module 4: 'Your Ideal Client' (in detail)

Module 5: Back of House

Module 6: Reflections

Core competencies taught

- Client empathy
- Problem-solving
- Collaboration
- Communication skills
- Business acumen & strategy

Workshop length

1 day

APPLY NOW



Online workshop

Business bespoke

Who should attend?

Anyone in financial services or professionals in client-facing roles responsible for designing and delivering the client journey

What to expect?

- Engagement and discussions
- CPD certificate (e-certificate)
- Capped class sizes
- Handouts and action plan
- Knowledgeable trainer