

Keynote

# The WOW Effect in Customer Service

(offered in person and online)

Jasmin  
Bergeron



# The WOW Effect in Customer Service



KEYNOTE

## The WOW Effect in Customer Service

### PRESENTATION OUTLINE

#### Importance of the WOW Effect!

- Benefits of the WOW effect
- People and organizations that generate WOW in customer service
- Advantages of excellent service
- Making someone enjoy a memorable experience
- Bolstering your credibility and people's trust in you

#### Service quality guidelines

- Managing people's expectations means managing satisfaction
- Birds of a feather flock together. Are you a chameleon?
- We occasionally please others when we speak; we almost always do when we show interest in them
- Your attitude, more than your aptitudes, will determine your altitude!

#### Masters' profile in service quality

- Results of a study on customer service.
- Best strategies for organizations
- Service quality and technology
- Turning complaints into opportunities

#### Tips to success

- Useful techniques for responding to complaints tactfully
- Strategies for enhancing pleasure in helping people
- For results others don't get, do things others don't do
- The first steps to practice what you have learned and WOW your clients after the presentation

### Keynote Introduction

The quality of service is the element that can most distinguish your organization!

In a world where all products and services are alike and where all prices are relatively similar, the human factor is the one making the most important difference. Forging high-value relationships is challenging, because everyone is unique. The keynote "The WOW Effect in Customer Service" was developed in this perspective. The objective is to improve your interpersonal skills, in order to increase the satisfaction and loyalty of your customers!

This conference—based on practice and interaction—provides guidelines, tips and testimonials interlaced with humour and aimed at producing a remarkable service quality experience. It was designed in cooperation with multiple organizations that stand out for their excellent service. Content and tips will be tailored to your needs and expectations, ensuring a highly rewarding experience. This keynote features practical, useful and innovative tools for improving the service you deliver!

**Jasmin Bergeron, CSP, MBA, Ph.D.**

Keynote Speaker

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KEYNOTES  
**WOW!**

JASMIN BERGERON

# The WOW Effect in Customer Service

## Who is Jasmin Bergeron?

After an early career in professional selling, Jasmin Bergeron, Ph.D., CSP (Certified Professional Speaker) is now a veteran of 2000 keynote presentations and workshops in 12 countries around the world! Jasmin received the “Certified Speaking Professional” designation, which is the highest international designation that can be earned in the professional speaker industry worldwide. Jasmin is also a full professor at the Business School of the University of Quebec in Montreal. He also authored or co-authored of five books, 40 scientific research papers and over 100 newspaper articles in journals such as The Wall Street Journal.



Jasmin’s main objective is to deliver practical tips and tools that can be implemented immediately. Delivering well-researched and relevant insights, Jasmin Bergeron is known for his interactive, humorous and value-oriented approach. Jasmin is a fully bilingual speaker who has a unique ability to simplify seemingly complex challenges in a way that will provide your audience with a fresh and useful perspective. Attendees particularly value the memory aid he hands out at the end. You will leave Jasmin’s keynote refreshed, energized and more confident than ever that you are prepared for the road ahead.

## Testimonials – A Professional Speaker on Customer Service Who Will WOW You!

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***“You gave us great resources to use with our team members. Our customers will be even better served thanks to you!”***

Pierre Asselin, Honorary President, AQTR

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***You delighted the audience! Your humour and your professionalism are contagious! Our medical staff is better equipped to provide excellent service.”***

Daniel Pelland, General Manager, ASSOCIATION OF DENTAL SURGEONS

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***“It's rewarding to reinvent our own customer service! With the WOW concept, we have rediscovered the pleasure of serving SATISFIED clients!”***

Emy Farrell, Consultant, BELL CANADA

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