

Megan BURNS

Experience Boost: How to Make Customers Feel Better in Any Situation

Today's business culture glorifies logic and data, but the essence of all human experience - including customer experience - is emotion. As poet Maya Angelou said, *"people will forget what you said, they'll forget what you did, but they'll never forget how you made them feel."*

In this session, you will learn *why* emotion has such an outsized impact on customer loyalty and decision-making. Learn how little things like word choice, the way you frame a situation, and the order in which you share details can completely reshape a customer's emotional experience.

Key Takeaways

- How to make personal connections and build rapport quickly
- Ways to lower anxiety so customers feel more confident
- Unconscious signals people use to decide how trustworthy you are
- Tips to avoid seeming tone-deaf to customer thoughts and feelings
- Relationship-saving tricks that soften the blow of unforeseen customer issues

(Audience: Leadership Teams, Sales & Marketing, Front Line Employees, Customer Service Teams)

Understanding and Shaping Your Customers' Emotional Experience

Today's business culture glorifies logic and data, but the essence of all human experience - including customer experience - is emotion. As the great poet Maya Angelou said, *"people will forget what you said, they'll forget what you did, but they'll never forget how you made them feel."*

In this session, CX expert Megan Burns explores why emotion is such a strong driver of customer loyalty and how the world's best companies integrate it into experience designs.

Attendees will leave with a toolbox of best practices and a deeper understanding of:

- What emotions are and how they happen
- How the emotions people bring to an experience shape their perception
- Why people underestimate the power emotions play in decision-making
- The impact that emotional experiences have on trust, brand, and loyalty
- How leading firms are measuring and designing for customer emotion

(Audience: Leadership Teams, Sales & Marketing, Front Line Employees)

To book Megan for your next event, please contact:
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Busting the Wow Myth: Redefining Customer Experience Success for the Real World

Some experts say the only way to win customer loyalty is to exceed expectations in every touchpoint all the time. That kind of perfection isn't possible - or necessary. In fact, the "everything has to be a 10 mentality" is often de-motivating for employees. Why bother aiming for a bar so high you know you'll never reach it?

This talk suggests a more realistic, sustainable definition of customer experience success that will still drive the business results you need.

Key Takeaways

- Why "consistently good, strategically amazing" is the CX goal to aim for
- Real-world examples of companies that are winning with this approach
- How this mindset helps leaders drive engagement with CX transformation

(Audience: Leadership Teams, Sales & Marketing, Front Line Employees, Customer Service Teams)

Great Customer Experience Isn't Magic: The Systems Behind the Smiles

Companies like Starbucks, USAA, and Zappos make great customer experience look easy, but it's not. You don't see how much work they do behind the scenes to design, deliver, and manage customer touch points. Ritz-Carlton refers to it as "the systems behind the smiles."

CX expert Megan Burns has been studying what the experience management (XM) systems look like inside the world's best brands for more than 15 years. In this talk, she will share the tips, tricks, and secrets she's uncovered with your audience. Attendees will learn about the specific, practical, sustainable habits these organizations use to consistently.

Key Takeaways

- Understand and internalize the customer perspective
- Maintain empathy for customers & colleagues under stress
- Help employees balance business and customer goals
- Use a CX vision to guide everyday decisions
- Manage CX across silos with minimal bureaucratic red tape
- Integrate CX into core business processes like product development, customer success, and technology innovation

(Audience: Executives, IT, Sales & Marketing Leaders)