

Customer Connection

Beyond the Basics: 90-minute Workshop



Customer Connections: Beyond the Basics is a half-day, experiential workshop designed for frontline service professionals who are ready to move beyond compliance-level service and into genuine customer connection. The program explores the distinction between transactional and relational service – challenging participants to examine not just what customers expect, but what it truly takes to make their day.

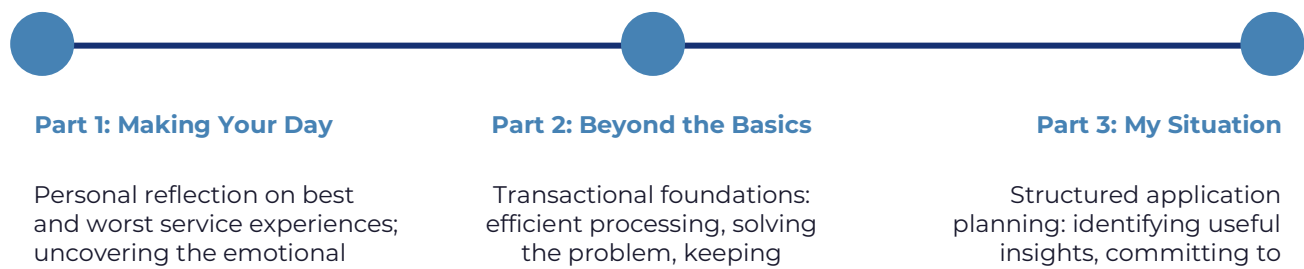
Participants leave with a clear model for elevating service interactions, a personal commitment to action, and the emotional intelligence to recognize what drives memorable customer experiences.

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Workshop Summary

Audience:	Anyone working with internal or external customers	Part 1:	Making Your Day
Duration:	90 minutes	Part 2:	Beyond the Basics
Format:	Facilitator-led, interactive workshop	Part 3:	My Situation
Delivery:	In-person or virtual		
Outcome:	Service behaviors that go beyond the basics		

Program Architecture



Learning Experience

Emotional Storytelling
Reflection on personal service experiences to surface the feelings and drivers that shape customer perception
Framework Exploration
The Transactional vs. Relational model – understanding minimum customer expectations versus what it takes to make their day
Group Discussion
Facilitated peer conversations, shared examples, and guided insight around real service interactions
Personal Application
Structured goal-setting using the My Situation tool: insights, actions, challenges, and solutions
Action Commitment
Written commitments anchored in research showing that putting goals in writing dramatically increases follow-through

Program Roles

Participant	Facilitator	Facilitator
Engages in reflection activities, framework exploration, and personal application planning	Reinforces workshop learning through post-session conversations to support participant follow-through	Guides activities, debriefs experiences, models relational service behavior, and supports commitment-setting

Outcomes

- ✓ Distinguish between transactional and relational service behaviors.
- ✓ Identify customer minimum expectations and what it means to exceed them.
- ✓ Apply emotional intelligence to recognize the drivers of customer experience.
- ✓ Commit to specific, actionable service improvements.
- ✓ Build confidence in delivering service that goes beyond the basics