

# ANTONI LACINAI

Global Speaker

## *World class customer experience*

*To serve has nothing to do with tennis*

### Elevate your customers experience!

In a famous IBM study, 80% of the companies claimed that they had a better customer service than average. Only 8% of their customers agreed...

In a world where the quality is more and more similar, and so many things can be bought online, building trust and an excellent customer experience, have never been more important. Still, many companies fail. Go to a trade show and see how the stand staff behaves. Go to a retail store or a hotel and see how the staff act. Contact a customer service department and complain about something.

Very soon you will find out if this is a great customer centric business or a no-can-do, infections, low-ceiling company culture.

This keynote can be tailored to salespeople, managers, booth personnel, retail stores personnel and customer service people.

In Antoni's keynote, you will get insights on:

- The power of first impressions
- The three ways to build rapport with a client
- The three levels of listening.
- Why sympathy is bad, and empathy is good.
- Why you should talk value instead of features
- How to get a commitment from a client
- How you keep things simple, not stupid
- Why PowerPoint is a real downer
- Why you end up with only two kind of customers if you give (or great) service.
- Why bad customer service is a sign of bad leadership

### About Antoni Lacinai



Antoni is a keynote speaker with a focus on Workplace communication, and Customer experience. He is both inspirational and gives concrete tips that can be used right away.

Over the course of more than 25 years, Antoni has searched for the keys, principles or secrets of great communication in the workplace. He has found 20! These are the ones he speaks about in tailored keynotes around the world.

Antoni Lacinai is the author of twelve books on workplace communication, goal setting and effective meetings. The latest book; Employee Engagement, was launched 2020.



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