

**USER GROUP**

Senior Managers User Group

Heating or eating. Worried, cold and hungry customers



Leadership in advance of winter. Let's look at the impact of cost of living increases on customers' behaviour and what our organisation needs to do in response. Eg you might be an insurance company with no obvious immediate connection to heating/eating, however customers may be looking to reduce costs in all areas, which might mean more shopping around, different decision making criteria, more price challenges, some tough thinking about what they really value and what is a nice to have, heating using different methods and different risks, some customers deciding to risk not having insurance at all with a knock on effect for claims involving uninsured drivers, increased payment failures, canx DDs, increase in fraudulent claims etc and the pressure of financial vulnerability manifesting itself in more difficult and negatively emotional conversations. Could even drift into a bit on our own Teams and the impact there.

Join Nicola Eaton Sawford and like-minded colleagues from across sectors for a Senior Leaders brain workout!

Next session: 28 September 2022

It's free to join us for this thought-provoking and insightful User Group. Book your place online at www.swccf.co.uk or www.callnorthwest.org.uk

Nicola Eaton Sawford

Customer Whisperers work with interesting brands across sectors, working with the big sector disruptors, luxury brands, no frills brands and organisations that are often take for granted – the full spectrum. Customer experience isn't always about more and better, sometimes it's about less, smarter and leaner. Nothing energises me more than a good, collaborative discussion with a group of talented and passionate Contact Centre and CX Leaders. The Forums are the most collaborative organisations we work with hence we are delighted to be able to share this opportunity for us to collaborate at Senior Manager level, in an innovative way.

2022 is about stabilising post-Covid and taking a fresh and objective look at what customers expect from us in this slightly different world.

Let's treat it as a fresh start and really open our minds to what is out there in other sectors and highly dynamic organisations. Customer Whisperers have the pleasure of working with many – Customer Experience is the most exciting it has been for years! Come and share your wisdom and insights and take away some inspiration from others.

In association with

:talkdesk®