



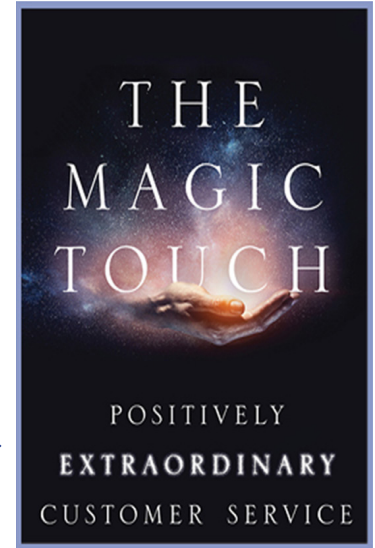
# The Magic Touch

(60 minutes to 3 hours) for Managers & Trainers

Based on Billy Riggs' latest [book](#), The Magic Touch challenges the old ways of customer retention and shows that all business is genuinely show business. The Magic Touch is customer experience re-imagined, taken to a whole new level. Service

A magical, moving and fun program that will improve and energize customer interactions.

Click icon to watch Billy in action



*Exploding the myths that hinder fabulous customer service!*

today is not just doing the old things better (though this is vital), it is doing entirely *new* things. It is delivering service with the style and flair of a Broadway musical. In this entertaining keynote, Billy combines humor, content and illusion to reveal how you can train workers to add the magic touch to every customer encounter.

**Make new customers appear like magic!**

## Attendees will learn that:

- ◆ The best customer service is provided by employees who demonstrate a fabulous attitude.
- ◆ Customer service is rewarded when you provide the “Magic Touch.”
- ◆ Good service is a team effort involving everyone in the company.
- ◆ Good service will be forgotten. Only extraordinary service will be remembered.
- ◆ A professional image is essential.
- ◆ Service providers are actors who must be in character at all times as though onstage.



Testimonials from Your Industry



Other Topic by Billy Riggs

### Who Should Attend?

Customer Service   
Trainers and Managers