

ABOUT MAÏEUTYK

514-466-5479
www.maieutyk.com



MAÏEUTYK
LET'S REINVENT THE CUSTOMER EXPERIENCE

Our « WHY »

Supply has-will exceeded demand. To adapt, companies must reinvent how they connect with their customers, prospects, employees, and communities. Maïeutyk has chosen to accompany these companies in their transformation.

Our mission

Help organizations understand new customer and market behaviours. Facilitate the transition towards a customer-centered, collaborative, and agile organization.



Our values

- ✓ Authenticity
- ✓ Collaboration
- ✓ Courage
- ✓ Listening
- ✓ Devoted to service

Our role

We are marketing continuous improvement agents specialized in the customer, brand, and employee experiences.

Our journey

We are a team of 9 facilitators, 3 of which are in France. Over the last eight years, we have supported over 200 organizations.

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Why choose a Maïeutyk training program?

- ✓ Recognized as a **certified training organization** by the Québec government. Our certification number is 0057181
- ✓ Our training is innovative and made up of practical **exercises**
- ✓ Each training program ends with the creation of an **action** plan, ensuring that the shared concepts can be immediately applied to the organization's realities
- ✓ Small groups of a **maximum of 10 individuals** for a day of training **tailored to your realities**
- ✓ 1h de **private coaching** to adapter your action plan to your reality
- ✓ **Experiences, senior professionals** lead each training course
- ✓ A **friendly, informal, and productive** online class environment
- ✓ **Networking** opportunities with other class participants
- ✓ Each participant receives a **certificate of success**, highlighting the newly acquired skills.

TRAINING

Customer Experience

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REINVENT THE CUSTOMER EXPERIENCE

The world has changed. The customer has changed. You have to adapt, but where do you start?

This training workshop will allow you to understand what's at stake for the customer post-COVID-19 while integrating standard customer experience best practices.

The pedagogical approach used will allow you to adapt the concepts to your reality.

Who should attend? Business leaders and professionals who are responsible for sales, service or the customer experience who are looking to use the customer experience as a differentiator.

For more information, please visit our website: [Reinvent the customer experience](#)



This workshop will allow you to:

- ✓ Understand the pillars of the customer experience
- ✓ Have a concrete definition of the customer experience
- ✓ Understand the difference between customer service and the customer experience
- ✓ Understand the relationship between your brand and the new consumer
- ✓ Understand how to build a relationship with the post-COVID-19 customer
- ✓ Create a plan of action allowing you to apply the skills you learned during the workshop

Training package includes :

- 6 h of practical, concrete, and virtual training
- 1 h of individual coaching
- 10 person groups
- \$395, plus taxes per person
- [100 % subsidized](#)