



Premium Customer Experience Training

For Organizations That Expect Results

REAL RESULTS. REAL IMPROVEMENT. REAL FAST.



The Best Organizations Don't Just Train, They Transform

Most customer service training programs fail to make an impact. According to Harvard research, fewer than 15% of employees actually apply what they've learned. That means most programs waste time, money, and, more importantly opportunity. Too many companies rely on generic online courses that lack engagement, cultural relevance, or practical application. We take a different approach.

We design training that's human-centered, aligned with your current customer experience maturity, and built to create real change. When customer service is done right, it leads to lasting improvements in customer loyalty, employee happiness, and significant improvements in revenue growth. The best organizations don't just train, they transform.



Why Getting Customer Experience Right Matters

In today's fiercely competitive marketplace, customer experience isn't just a nice-to-have, it's the most powerful driver of sustainable growth. Study after study confirms what the best brands already know: organizations that invest in the right customer experience strategy outperform their competitors in nearly every meaningful way. From revenue growth and customer retention to employee engagement and innovation, getting it right changes everything.

COMPANIES THAT EXCEL AT CUSTOMER EXPERIENCE...

GROW REVENUES **4-8%** ABOVE THEIR MARKET.

- Bain & Company

86% OF BUYERS ARE WILLING TO PAY MORE FOR A GREAT CUSTOMER EXPERIENCE

- PwC

LOYAL CUSTOMERS ARE **5x** MORE LIKELY TO PURCHASE AGAIN

- Forbes

CX LEADERS OUTPACE LAGGARDS BY NEARLY **80%** IN REVENUE GROWTH

- Temkin Group

POOR SERVICE COSTS U.S. BUSINESSES MORE THAN **\$75 BILLION** ANNUALLY

- NewVoiceMedia

CUSTOMERS WHO HAVE A POSITIVE EMOTIONAL EXPERIENCE ARE **6x** MORE LIKELY TO BUY AGAIN

- Harvard Business Review

We Focus on Results, Not Fluff

In today's world of automation and transactional interactions, real human connection is your edge. Our proven process blends cutting-edge research with a powerful, collaborative instructional design method. The result? Customized training that actually sticks and delivers measurable improvement in both customer and employee happiness.

Our Three-Step Process Makes It Easy

We've designed everything to be effortless on your side. We do the heavy lifting while keeping you informed and involved at every step. Here's how it works:

STEP ONE **INSIGHTS**

We start with a discovery call to understand your customer experience goals, current strengths, and gaps. Then we gather the insights needed to design a program that fits your company culture and moves the needle where it matters.

STEP TWO **DEVELOPMENT**

Once we've aligned on the strategy, we develop your fully customized training program using your preferred delivery format. That could be a virtual workshop, a live onsite experience, our signature Training in a Box™ program, or are highly impactful team coaching program.

STEP THREE **LAUNCH AND SUPPORT**

We guide you through a smooth launch, including branding, internal rollout strategy, and hands-on support. We can even stick around post-launch to help with implementation and reinforcement, because results matter.

High-Impact Training Options

We don't do cookie-cutter courses, because your team deserves better. While thousands of cheap online training programs flood the market, most offer little more than passive content with minimal employee engagement or long-term impact. In today's competitive landscape, that kind of training isn't just ineffective, it's a BIG risk. We are a top-tier training firm that partners only with organizations committed to real transformation. That's why everything we build is fully customized to your organization's maturity, culture, and business goals. Employees aren't robots. They're human. And they need training designed to engage, inspire, and deliver measurable results. Our four training options include:

Training in a Box™

A complete, ready-to-deploy training system delivered to your door. Includes high-quality video modules, student and facilitator workbooks, branded posters, and coaching materials, all customized to your needs. Perfect for teams that want to self-deliver without sacrificing impact.

Live Virtual Training

This is our most popular program, providing the impact of live interactivity. The training is delivered from our professional studio this interactive option delivers real-time engagement without travel costs. Fully customized and led by our expert trainers.

Onsite Training and Keynotes

A complete, ready-to-deploy training system delivered to your door. Includes high-quality video modules, student and facilitator workbooks, branded posters, and coaching materials, all customized to your needs. Perfect for teams that want to self-deliver without sacrificing impact.

Team and Individual Coaching

Our structured coaching programs provide one-on-one or team-based support with live sessions, actionable projects, and expert feedback. Clients consistently tell us these are game-changing—personally and professionally.

Customer Experience Certification Training

Delivering great customer experience isn't just a nice-to-have, it's a core business strategy. That's why we offer a suite of powerful certification programs designed to equip your team with the skills and mindset needed to drive loyalty, reduce churn, and grow revenue. Each program includes a prestigious certification that signals to your customers, team, and marketplace that you're deeply committed to delivering consistent and meaningful experiences.

Certified Customer Champion®



This foundational certification is designed for front-line team members and service staff. It builds essential skills in empathy, service recovery, journey awareness, and day-to-day customer experience excellence. It's highly interactive, fun to complete, and immediately applicable.

Certified Customer Relationship Advocate®



For account managers, relationship owners, and internal service teams, this certification focuses on strengthening long-term customer relationships. It helps your team become proactive problem solvers and trusted partners to your customers.

Certified Master of Customer Experience®



Our most advanced certification, this program is designed for customer experience strategists, directors, and C-suite leaders. It delivers the tools, frameworks, and insights needed to build and execute a scalable, data-driven CX strategy across the entire organization.

Certified Impactful Communicator®



This certification is all about mastering human communication in a digital world. Focused on clarity, empathy, and confidence, it helps teams reduce friction and miscommunication, and fosters stronger, more personal connections with every customer interaction.

Our Reputation Says It All

LearnLogic is proudly led by one of the world's most respected authorities in customer experience. Our CEO, Nicholas Webb, has been named a "Top 30 Global Guru in Customer Experience" for nine consecutive years, and his bestselling books *What Customers Crave* and *What Customers Hate* are trusted by leaders at some of the world's top organizations. While our brand stands on its own, our clients benefit from decades of deep research, real-world insight, and a proven reputation for delivering measurable results. In a time when many training providers rely on AI-generated content that's often outdated, or worse, inaccurate, we offer risk-aware organizations a safer, smarter path. Our programs are grounded in what actually works and are trusted by brands that can't afford to get it wrong.

Take Us for a Test Drive

The best way to get to know us is to take us for a test drive. Schedule a quick Zoom call and let's talk human to human. No pressure, just a chance to hear about your goals and share how we might help. We believe the more you learn about us, the more you'll see why organizations trust us to deliver real results.

Book your Zoom call today and let's get started.

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About Us

LearnLogic® has been delivering world-class training and strategy solutions for over 30 years. Led by our CEO Nicholas Webb, ranked among the Top 30 Global Experts for eight consecutive years and the author of multiple #1 bestselling business books—we partner with organizations to drive hyper growth, innovation, and customer experience excellence.

Our proprietary research is unmatched and updated monthly to ensure relevance and impact. From Fortune 500 companies to small and midsize businesses, we bring the same high-level expertise to every client at a price they can afford. At LearnLogic®, workforce development and strategic excellence aren't just services—they're our passion.

Backed by Research from Multiple #1 Bestselling Books

Our training programs are built on the best research in the industry, backed by multiple number-one bestselling books authored by our CEO, Nicholas Webb. These books have been used by some of the world's top brands to guide their employee and customer insights, shape their workforce development strategies, and build impactful training programs that deliver measurable results.





Up-to-Date Insights Through Our TrendGPS™ Insight Methods

We also leverage our proprietary TrendGPS™ insight methods, which allow us to continuously track emerging trends and feed fresh research into every program we deliver. In a time of rapid and chaotic change, this ensures our clients always receive the most current and relevant workforce development insights to keep their teams ahead of the curve.

Serving Great Organizations

At LeaderLogic, LLC, we've spent decades helping some of the world's most respected brands grow and succeed through award-winning insights, keynote speaking, training, and advisory services. LearnLogic® is our wholly owned service product, created to bring that same enterprise-level expertise to small and midsize organizations. No matter your industry or team size, LearnLogic® delivers the proven tools, fresh research, and practical training needed to drive measurable growth, build stronger teams, and help you thrive in a time of rapid change.



Contact Us

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