



We approached Crystal to provide a series of workshops on creating a customer experience and growing sales for a group of new and existing entrepreneurs. We could not have been happier with the results. Crystal provided interactive workshops that had the participants engaged and sharing their experiences. Best of all, they were able to connect and learn from each other. Each session was full of evidence-based examples, easily relatable to everyone in the room. Definitely, a different (in a positive way!) approach to the traditional workshop we have all sat through in the past. We will definitely be connecting for future events and training sessions.

Michael Warchala
Small Business Consultant
City of Niagara Falls
Small Business Enterprise Centre
905.356.7521 Ext. 5004

Crystal for taking the time to custom tailor the training workshop to the specific needs of our company. The customized presentation coupled with your enthusiasm and passion for great customer experience is infectious and provided an amazing experience for our management team.

We look forward to a successful partnership.

Corey Sparkman
HOCO "Fun by the Falls"
905-358-5738

Crystal is a powerful woman who exudes both confidence and expertise. Aside from her great drive for sales and customer service, she is an innovator and out of the box thinker, two unique attributes that separate Crystal from the rest. Not only is her experience vast and accomplished, but her wealth of knowledge that she easily shares to help others is also outstanding. She is warm, charismatic, and an energy that you never forget. Spoken like a true professional, she has the ability to make you see a different side that you might normally not see or recognize. She is an amazing partner giving very balance feedback and above all, she always shares the truth. Her integrity and open-mindedness in this line of work are refreshing and you will find she will be a trustworthy partner that you can count on. I have been very lucky to watch this expert grow for the last 18 years and have seen her succeed in all that she has done. It has been a privilege to have worked with such talent!

Almira Cuizon
VP of Operations Roots Canada
416-904-8324



Working with Crystal has been an eye-opening experience. In our first month working Crystal, we were able to confirm exciting new business, drastically increase sales, hire qualified candidates that are a perfect addition to our organizational culture, all while keeping our organizational vision and mission at the forefront of what we do. Crystal's approach to training and development is highly engaging, out of the box, customized, and measurable! Through my interaction with her on Board level, She is able to command a crowd, and keep is engaged; her energy is infectious and inspiring. Crystal is able to see things that we can't see and able to direct us to do the things we may not want to do so that we get the results we want. What I love most about her style is that she is a great listener and an even better coach. As an organization, we have grown and strengthened by working with Crystal. Her ability to always put both our internal and external customers top of mind in everything we do has allowed us to achieve increased results in customer satisfaction, employee engagement, and productivity! We continue to work with Crystal and would recommend anyone who is passionate about taking their business to the next level to do the same.

Anne Lennard-Otto
Owner Distinctive Designs
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Our team would like to extend our appreciation to you and your team for a very insightful virtual team building event hosted July 2020. The various activities you and your team had us engage with helped us create stronger and deeper bonds and strengthen our understanding of the value of providing great customer experience. The survey we conducted after the event was very positive, and we look forward to having you and your team work with us again during our 4th quarter Team Retreat. Thank you again.

Isabella Osakue
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Through Crystals' training, my employees and I were able to build a much tighter bond which allowed New Hues Painting to offer a more thorough customer experience. Crystal worked one on one with my leadership team to assess and improve our employee morale, customer experience, sales, opening our eyes to our average sale price and ultimately increase profitability. Crystal brought experts in to train my marketing team through tasks which we had always suffered from; even getting her own hands dirty in the process. Overall, my painting company was able to improve sales and increase client satisfaction to a point we've never even imagined! Thank you for all your hard work and we WILL be working together again in the future!

Dylan Suitor

Founder and President, New Hues Painting, 905-321-5886

Crystal has supported The St. Catharines Ad & Sales Association for over three years, as a Member and a Director. I had also had the opportunity to work with Crystal when she was a member of the Niagara Home Builders Association. She is well respected as a passionate customer experience expert and thought leader. As a Speaker, and Board member she is always willing and able to teach us something new when it comes to exciting our employees and delighting our customers. As a creative MC, with a personalized approach, she keeps a large crowd laughing and fully engaged! No matter how big or small her audience is, Crystal is a confident speaker who has cutting edge knowledge of her industry and is dedicated to her craft and her community.

Tony Alfieri

President of the Niagara Home Builders, Owner of Windrush hill Construction, 905-328-6604

Within five minutes of conversing with Crystal, one realizes just how passionate, forward-thinking, and dedicated she is to the whole experience, not just the act, of customer service. She fully understands her field, having gained her zealous viewpoint from industry experience and years of intense training in the art of delivering top-notch service. She deeply cares about the success of her clients as evident in her desire to instill the appropriate skills to help them provide the best customer "experience" possible. Heavily committed to volunteering in her community, especially for programs that support the leadership development of children, Crystal is truly a well-rounded professional. I recommend her without hesitation.

Isabell C. Camillo, PhD (ABD)

Strategic Leadership

CLO, Eudaimonium Research & Innovation

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What a great day! Crystal was able to engage our entire team and collaborate on how we can make our homeowners journey even stronger so that they are loyal for life! As award-winning, industry leaders in Customer Service, it was essential for us to pick a CX expert who was able to be strategic, creative, practical and innovative given our approach to the home building process. We were on a tight timeline with our company kick-off meeting just around the corner when we met to discuss with Crystal, and since we were bringing the whole company together we were also very restricted with the amount of time for the workshop. Crystal took these challenges and was able to completely customize the workshop to suite our needs and create a very unique experience for our team.

Her pre-workshop work allowed us to have a very efficient and productive workshop. She met with our leadership team individually as well as gathered client survey information, data results, and reviews to gain a full 360-degree view of how our homeowners feel before, during and after our sales process.

Crystal and her team were well prepared, and easily able to engage our Construction, Sales, Marketing, Customer Care, and Design teams. Her unique journey mapping workshop allowed our whole company to be a part of our homeowners' journey from beginning to end. It allowed us to see how customer experience is not a department, but an organizational responsibility.

It was a highly interactive and fun day.

Thank you, Crystal, for allowing us to see things from the INSIDE out! Our team was all able to see how vital their role is in the customer journey. What I also appreciated was Crystal's follow up after our workshop, she continued to stay connected setting a foundation for a Customer Experience Strategy. She introduced us to cutting edge tools that allow us to measure our employee engagement which in turn will increase our customer satisfaction. Crystal allowed us to see this visually; it was indeed a great learning experience for all of us. We would highly recommend Crystal's Design to Delight; Journey mapping workshop to any business who values their customer's experience. Thank you again, Crystal, for uniting us all as a team, and we look forward to staying connected!

Danielle Rinaldi

Rinaldi Homes 905-380-8444

Crystal has always focused on the customers needs first before anything else which has always made her unique as a sales executive. Her attention to detail made her a strong and respected leader at Mountainview Homes. When her and her team won the Avid award for Customer Service, it was clear that her passion and purpose was to ensure she provided outstanding service to each and every one of her customers, and that included her staff. She always put the happiness of her team before all else.

Look forward to doing more business with her and her team in the future.

Ike Kevin Ume

Account Executive at Jani-King Canada

905-353-8187



I had the pleasure of having Crystal at Perspective 360 Transformation Retreat as a speaker. Vibrant, dynamic, engaging are some of the few words I can use to describe Crystal. Her message on "losing limiting belief" served as a reminder that if you just believe, all things are possible. Thank you, Crystal, for shifting our mindsets to a place of success. Amazing! There are greater things ahead in the future.

Avril Riley, BCom. MA. (Doctoral Student, EdD)

Organizational Leadership Expert | Speaker | Coach | Author | Founder: Women in Business and Leadership (WIBL) 416-618-0077

Crystal came to speak at The Burlington Networking Group (BNG) this March on how to WIN and KEEP customers through Employee & Customer Experience. She gave us a taste of her vast knowledge on this topic and provided additional tools and resources to ignite us to be better leaders and provide positive customer experiences. As President of BNG I welcome back Crystal to speak at our group again and highly recommend her for your work teams. Thank you Crystal!

Salma Burney

Operations & Team Support, Guelph Royals, 416-278-6500

Crystal has supported our CX Week Canada event in a variety of capacities over the past two years. This past year, she served as an advisory board member and was integral to the success of the program. In

2018, she participated in two speaking capacities on the program: a keynote address focused on winning and keeping customers for life as well as facilitated a panel discussion around how to become a catalyst for customer-centric cultural transformation. No matter the speaking format Crystal assumes, she can command a room! As a keynote, Crystal can engage a room of 5 to 500 with the appropriate level of enthusiasm and tenacity. In a panel format, she is able to both manage the discussion while still peppering in tidbits of our own knowledge and expertise. As an advisory board member, Crystal was always there to support, whether it was a shaping content or swooping in and supporting a last minute cancellation. I recommend Crystal without reservation. Count on Crystal to the engaging speaker and partner you need to make your event a home run!

Michael DeJager

Curator of Customer Experience Week, the World's Largest Customer Contact Event

CX Week Canada - 646.454.4549



Crystal's customized workshops were able to help us strengthen our team and our sales! She was able to help us get clear on the steps we needed to take to deliver an outstanding customer experience! My team is now on the path to success with confidence, clarity, and empowerment! They are equipped to ensure that in everything they do, they see the customer's point of view and they do what needs to be done to create WOW moments over, and over again! We have seen a powerful change in our team dynamics since working with Crystal. Her communication style gains buy-in and is innovative! Crystal's experiential approach to learning has continued to engage our leadership team! We are always excited to see what Crystal has in store for us next! I would highly recommend her to any business, or franchise, that is interested in igniting their leaders, exciting their employees and delighting their customers!

Najat Chioua

Franchise Owner at The Maids Home Services 905-399-1156

The two words that are top of mind when describing Crystal are engaging and motivational. Not only is Crystal's energy is infectious, but she is also able to transmit that energy in her trainings, workshops and when delivering a keynote presentation to large audiences. She is clearly an expert in Customer Experience. I've had the pleasure of attending her training sessions and was very impressed with not only the workshop preparation and format but the pre-training touch points and post-training follow-up. Her passion and enthusiasm shines through in everything she does!

Lianna Carlyle, PMP, CSM

Senior Project Manager, Mackenzie Investments

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Crystal was the keynote speaker at Niagara College's NCTakeOff's annual pitch competition! She was amazing and brought so many practical tips and tricks to emerging student entrepreneurs. I couldn't stop taking notes throughout her talk and I'm looking forward to applying them as I continue on in my career. If you're looking for a keynote speaker for your event I cannot recommend Crystal enough!

Madi Fuller

Manager at Niagara College's NCTakeOff

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Crystal is a dynamic speaker that can engage any audience. Crystal has shared her expertise in journey mapping and the customer experience to our international graduate students for several years now - she is a "must have" on our speaker list! Our students have been fortunate to have a sought out thought leader in sales/customer experience in our classroom to bring learning to life. I highly recommend Crystal for her coaching, training and speaking engagements!

Marisa Brown

Career Curriculum Specialist at Brock University

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Crystal is a strong, confident woman, consistently dedicated to delighting the companies she works with and their customers!

I've know Crystal now for over two decades, in which she has continued to accelerate her career year after year as a Sales expert, customer service specialist and a well-respected community leader. As an entrepreneur, she is inspiring, and as a Customer Experience expert, she is not only creative with her approach, but she is not afraid to take calculated risks, that WIN and keep customers for life! Crystal's methodology starts from the INSIDE out! By engaging leaders, creating clarity, and building confidence in the team, she can get buying in and dedication to always provide expert quality service. She has helped our team build strong individual brands with the science of Fascination. Thank you, Crystal, for offering an innovative approach to sales and service!

We look forward to keeping connected!

Nadia Ali

Broker, REVEL Realty

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Crystal deliver team building for MML consulting's webinar on employee engagement in 2020. This was the highlight of the webinar as she was able to immediately demonstrate how team cohesion and collaboration is achieved virtually through a series of targeted, high energy and thought engaging exercises. The feedback for this session was above excellent with many requesting we book it as a standard process in all our online training. She was eloquent, inclusive and engaging, all the right ingredients needed for a facilitator.

Uche Anajeba

Director of HR MML Consulting Nigeria

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I had the immense pleasure of participating in a customer experience virtual workshop on behalf of a mutual client. This was a full day workshop and I was completely blown away. Not just by the customer experience mapping and information shared, exercises we did to really niche down a typical customer/donor experience, but by the flow of the entire day. From start to finish Crystal kept the entire team engaged, and on task, but more importantly inspired. Anyone who has been in a virtual workshop with a group can understand just how difficult that alone can be. I left that day wanting more, to do more, and had a fresh/more focused perspective... not to mention this urge to just want to get started implementing all these new ideas that came as a result of our session.

If you are looking to really understand the importance of customer experience and how this will take your business/brand to the next level contact Crystal. She will take you there!

Kristin Messina
Chaos Simplified

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I was fortunate enough to participate in training provided by Crystal at The Inside View Inc. Working in the non-profit sector I know for me it was easy to get bogged down by the day-to-day. Crystal came in and facilitated excellent and engaging workshops that highlighted leadership development in customer experience. I really appreciated how dynamic and creative the workshops were as I am a visual and experiential learner. Even after a couple of years I find myself thinking about how I feel in different environments from a customer's perspective. There certainly is so much power in really getting in-tuned with what the people we serve want, need and the way they experience our services vs. how we think they experience the services we provide. There are a couple of resources that Crystal gave that I still use today and books that I still look at from time-to-time.

Krystal Snider

YWCA, Collaborative Community Solutions

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