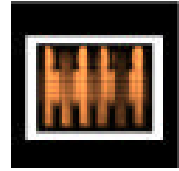


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Customer service excellence for managers

Quality customer service doesn't cost a lot but it can be very profitable. Managers set the stage for enhancing the profit potential by their influence over employee customer service practices.

Attend either the workshop or presentation for an opportunity to start developing your master-plan for customer service excellence at your organization ... available exclusively from The WorkTrust™ Training & Speaker's Bureau.

➔ TOPIC PREVIEW:

- Hire with the customer in mind
- Identify key internal and external customers
- Identify service standards for key "Moments Of Truth" in the customer experience
- Identify different methods to obtain customer feedback
- Understand the differences among customer requirements, expectations, and needs
- Coach employees in service skills and "listen" for barriers to customer service

➔ TARGET AUDIENCE:

Supervisors or managers of customer service providers.

➔ SESSION LENGTH:

- **Option One** - 1-day workshop
- **Option Two** - 1-hour presentation (suitable for meal or conference presentations).

A mere five percent increase in customer loyalty can produce profit increases of up to 85 percent.

— Frederick F. Reichheld