



Creating A "WOW" Factor Through Customer Service

There is a lot of talk about the importance of customer service. There is a lot of rhetoric on the subject. The challenge is to actually deliver extraordinary customer service on a consistent basis. For many growth-oriented companies, delivering good customer service is where the rubber meets the road.

Companies can distinguish themselves from their competition – especially foreign competition - by providing extraordinary customer service. Increasingly, customer focused work teams are emerging as a key strategy of leading-edge companies who want to create this differentiation.

In this highly interactive session, you will learn the following:

- Tools and techniques with which to build customer focused work groups in your company
- Exercises and data that help create awareness and enthusiasm regarding customer focus and service
- Models and methods for groups to design, implement and monitor their own strategies for improving customer service

Bruce promises an engaging and high take-home value session based on proven methods. You will leave with applicable and relevant tools and techniques. These can be used to build customer focused teams in your workplace.

Also in this session we mystery shop some of the companies looking for clues and feedback regarding their customer service strategies.

CMI

711 South Boulevard ♦ Suite 10 ♦ Oak Park, IL 60302

Phone: 708 383-7970 ♦ 800 883-7995 ♦ Fax: 708 383-0819

Web Site: www.cmiteamwork.com ♦ E-mail: bhodes@cmiteamwork.com