

Design Your Organization's Customer Service System

November 12-13, 2020

Hyatt House | 210 W 22nd St., Oak Brook, IL 60523

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Recently, I was discussing customer service with a financial institution's CEO. I asked her to rate their team's performance providing experiences that develop long term customer loyalty.

Her response was a bit humorous and startling: "Frequently we find excellent customer service is a Happy Accident dependent entirely on a team member's personality. We need a consistent system."
Ms. M, CEO

Excellent Customer Service should not be a HAPPY ACCIDENT!!

This program guides your leadership team as they construct and implement a SIMPLE "customer service system" that is easily taught.

Program Objective

Design your CS system: Identify desired CS principles and behaviors, teach and unite your team, implement your system, deliver EXCEPTIONAL service, and develop loyal customers.



High Level Curriculum Review

Thursday 11/12/20

8:00-8:15am

Check in, Coffee, Conversation

8:15am - Noon

Step One: The Foundation

Defining Critical Customer Service Principles

- The Power of Shared Principles
- Customer Service Paradigm
 - a. Principles
 - b. Behavior
 - c. Your "Daily Routine"
- The Truth about Your Team
- Four Critical Questions for Your Team
- Critical CS Principles
- Edification
- Identifying Your Most Important Customer
- What Your Customers Really Want
- Mastering Your "Secret Weapon"
Customer Alignment
- Dealing with Difficult Customers
- Reducing Staff / Customer Conflict

Noon-1:15pm Lunch on your own

1:15-4:00pm

Step Two: Designing Your System

- Identifying Your Team's CS Vision
- Linking Behaviors with Vision
- Teaching / Educating Your Team
- The Critical Role of Accountability
- Creating a United Front

Friday 11/13/20

8:00-Noon

Step Three: Implementation, Teaching Your Team, Accountability

- The Implementation Process
- Collaborative Goal Directed Leadership
- Shaping Your Team's Daily Routine
- Setting Boundaries & Limits

**Trainers: Wallace Long, LCSW, BCD
Diana Patel, MBA**

Who should attend:

- C-Level decision makers
- Core management / supervisors
- Business owners
- Key organizational leaders

Prior to program:

Participants will have simple prework.

Following program:

Integrate your new CS system into your team's "daily routine" with CEP's support.

Tuition:

\$895 Includes TWO organizational leaders. CEP highly recommends sending two representatives.

Register online at cepnetwork.com

or by contacting Diana Patel

Phone: (309) 264-1110

Email: diana@cepnetwork.com

*This program can also be delivered internally in your organization. Call (309) 264-1110 for details.