

PUTTING THE YOU IN CUSTOMER SERVICE

No matter who **you** are...

...no matter what you do or what your job title might be, you are an important component of your organization's customer service effort; and every time you interact with a customer it is an opportunity for you to make a difference.

This program will help you:

- Identify brand-consistent differentiators and customer service goals
- Convert these goals into desired actions and behaviors as they relate to your customers
- Develop a strategic and proactive communication style that is unique to your organization and that is aligned with your brand and unique selling proposition
- Drive customer satisfaction and loyalty to new levels!



We have a program
designed for you!

A Unique Approach

This one-of-a-kind program will help you identify and apply a heightened awareness of brand along with a unique and systemic approach to communication and customer service that will delight your customers – internal as well as external.

We'll help you identify the truly unique differentiators that make your organization stand out, along with key behavioral changes that will improve customer service and the entire customer experience.

- Learn to identify and impact key decision-making criteria to enhance brand value
- Help people identify shared values and learn to put a code of ethics into practice
- Develop new perspectives into making ethics, shared values and a customer-centric perspective part of your operational culture
- Increase skill and comfort levels in the areas of values-based decision-making at all levels, and a consistent, comprehensive approach to customer service
- Increase skill and comfort levels in identifying and acting upon opportunities to express shared values in a brand-consistent way
- Learn to apply these skills via an organized action plan and strategic interaction with internal and external customers
- Reap the benefits of true differentiation in the marketplace as well as in the workplace
- Build on strengths to become a supplier and an employer of choice!

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