



Social Security Number

First _____ Middle _____ Last _____

Title _____

Company Name _____ Division _____

Address _____ Suite _____

City _____ State _____ Zip _____

Phone (include area code) _____ Fax (include area code) _____ Email address _____

How'd you learn about this seminar? _____

Please register early! Registration is accepted on a first-come, first-served basis. Registration deadline is February 6, 2004.

To register by phone, call 614.287.2481 or 1.800.621.6407, ext. 2481. TDD: 1.800.750.0750.

To register by fax, 614.287.5405. Mail to: B&I • Customer Service Showcase • 550 E. Spring Street • Columbus, Ohio 43215 • for additional attendees this form can be reproduced.

METHOD OF PAYMENT

- Seminar fee enclosed with check or money order payable to Columbus State Community College
- Purchase Order enclosed P.O. # _____
- Charge my: VISA MasterCard Discover Card

Credit Card # _____ Exp. date _____

Name as it appears on Credit Card _____

Signature _____

METHOD OF PAYMENT

Date	Time	Cost
<input type="checkbox"/> 02/11/04	8:30 am -10:30 am	\$29.95
<input type="checkbox"/> 02/11/04	1:30 pm -3:30 pm	\$29.95

Answer the five crucial questions inside to see where you stand . . .

Is your entire organization focused on customer service?



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Focusing on Customer Service

Wednesday, February 11, 2004 • 8:30 a.m.—10:30 a.m.

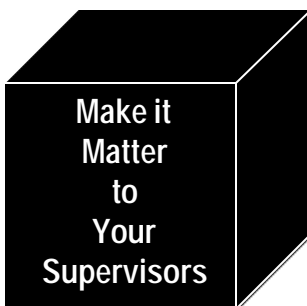
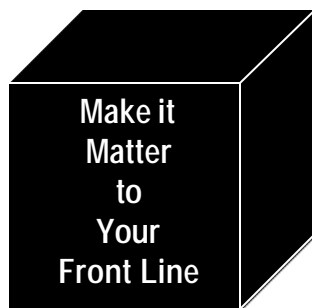
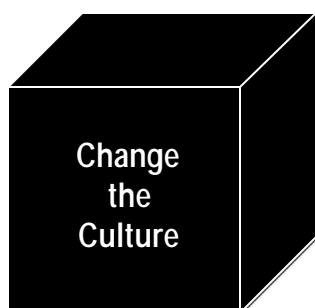
Wednesday, February 11, 2004 • 1:30 p.m.—3:30 p.m.

IF YOU ANSWER "NO" OR "I DON'T KNOW" TO ANY OF THESE CRUCIAL CUSTOMER SERVICE QUESTIONS, WE CAN HELP . . .

<u>Yes</u>	<u>No</u>	<u>I Don't Know</u>	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Does your organization reward your employees for good customer service?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Does your organization measure & analyze customer satisfaction?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Does your organization evaluate your supervisors & managers based on customer satisfaction?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Does your organization clearly communicate its customer satisfaction goals to the entire staff?
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Does your organization consistently exceed your customers' expectations?

The Four Dimensions of Customer Service

Columbus State's Business & Industry Training Services can help you achieve a customer-focused culture by helping your organization with all **four dimensions of customer service**:



Find Out Where Your Organization Stands & What Products & Services are Available to You

Our 2-hour overview starts with a powerful 25-point assessment to find out exactly where your organization stands on all four dimensions of customer service. **Learn more about the benefits** of creating a total culture of customer service. Then, **discover what services and resources are available** to Central Ohio employers in our training and consulting showcase. Plus, enjoy refreshments and **discuss your needs** with our professional Training and Performance Consultants. Reserve your seat today by following the instructions on the back of this flyer.

This overview is intended for leaders in your organization with responsibility for customer service and customer satisfaction

614.287.2481
www.csc.edu



550 East Spring Street
Columbus, Ohio 43216