

Working with your Local Community College Has Unique Advantages . . .

- We schedule training on your schedule—you don't have to wait for us to come to town!
- We choose only the best programs from leading vendors including AchieveGlobal, DDI, and SkillSoft.
- We can blend non-credit training, one-on-one consulting, credit curricula, seminars, and online learning to create the ideal package for your organization.
- We have over 20 years of experience serving organizations in the Greater Columbus area.

Benefits of Improving Customer Service



- Create unprecedented levels of customer satisfaction of loyalty
- Ensure repeat business from established customers
- Increase word-of-mouth referrals for your business
- See the world through your customers' eyes
- Increase credibility with your customers
- Gain customers' confidence and cooperation with every interaction

Invest Half a Day to Learn More . . .

Our half-day overview will show you how Columbus State's Business and Industry Training Services will help you build a service culture by providing customized training and consulting that is tailored to your business needs.



Times and Locations

Wednesday, February 11, 2004

- 8:30 a.m. to 10:30 a.m.
- OR
- 1:30 p.m. to 3:30 p.m.

Westerville Center, Building 2
7233 Northgate Way
Westerville, Ohio 43082
Room 210



Refreshments provided



550 East Spring Street
Columbus, Ohio 43216
Phone: 614.287.2481
Fax: 614-287-5405



**Learn How
We Can
Help You
Improve
All Four
Dimensions
of Customer
Service In
Your
Organization**



614.287 2481

The Four Dimensions of Customer Service



Developing a friendly front line staff is just one dimension of superior customer service. To achieve stellar customer loyalty & total customer satisfaction, you need to address all **four dimensions** of customer service. Ask yourself the following questions to see where your organization can improve:

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The First Dimension: Change Your Culture

- Do customers perceive your people as friendly & caring?
- Do your employees help customers even when it's "not their job" to?

The Second Dimension: Make It Matter to Your Front Line

- Do you include customers' input in your evaluations?
- Do you reward employees who are good with customers?

The Third Dimension: Make It Matter to Your Managers

- Do you evaluate managers & supervisors based on customer satisfaction?
- Do managers coach & model customer service?

The Fourth Dimension: Create Policies, Processes & Procedures that Focus on the Customer

- Can your front line people report customer dissatisfaction with policies, processes & procedures to policy makers in your organization?
- Do you improve and revise policies, procedures based on customer feedback?

Session Agenda

- Customer Focus Self Assessment
- Customer Focus Concepts & Exercises
- Columbus State Community College Resources & Services
- Columbus State Community College Partnership Advantages
- Self-Analysis & Evaluation
- Door Prizes



Specifically for Leaders



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

- Chief Officers
- Business Owners
- Customer Service Managers
- Operations Managers
- Call Center Managers

Enroll today!
Space is limited.

Enrollment Form

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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 did you learn about this seminar?

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

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

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.
To register by Mail: B&I Customer Service Showcase
550 E. Spring Street Columbus, Ohio 43215
For additional attendees this form can be reproduced.
Registration deadline is February 4, 2004 and is accepted on a first come, first served basis.