

Dearborn Heights Chamber of Commerce Quarterly Business Workshop

Customer Service Seminar

In Partnership with



Increasing Customer Loyalty Through Great Customer Service

The fact is that the average business does not hear from 96% of their unhappy customers, they simply lose the customer. A typical customer who has an unpleasant experience will tell as many as 9-10 people about it. Since it is far more costly to acquire a new customer than to retain an existing one, it makes solid business sense to find ways to retain the greatest amounts of customers.

**Tuesday, October 23rd
Caroline Kennedy Library**

9:00 am –9:30 am
Registration & Continental Breakfast

9:30 am–11:30 am
Seminar

What attendees will get from this workshop?

In 2 hours the attendee will learn:

- The top 5 reasons customers leave and never come back and how to avoid these reasons
- How improving your customer service can give you an edge that can make the customer remember you
- Why customers will pay more for good customer service and how you can make this part of your strategy
- What your employees may be doing now that is sabotaging your customer service and how to correct it, fast
- Why many business people don't recognize flaws in their customer service and how you can spot them and turn flaws into success interactions that will net results
- Why hiring people with great resumes may cause you customer service heartaches and how to hire the right person to make your customers happy
- Free and cheap methods to stay close to your customers so they will come back again and again and again
- The 7 keys to customer retention
- Why complaining customers are your best customers and how to make sure you hear more complaints. Sounds crazy but it will help you succeed!
- Build a loyalty program for your most valuable customers to keep them coming back over and over again

Companies that collect and use customer data in a timely manner can nurture relationships with individual customers much more effectively. By understanding customer experiences, not only do you gain awareness of areas for improvement but also opportunities to up-sell or cross-sell.

Bonuses for attendees:

All attendees will receive a free phone consultation on how they can turn their customer service into a customer loyalty machine. Spend a ½ hour asking questions of a customer service expert on how to capture and keep customers through great customer service. We will review what they are doing now and recommend some ideas that may improve their customer's perception of them immediately.

Will receive a Free CD that gives valuable tips on improving customer service and customer retention. Focused on those that want to hit the ground running. Just for attending it's yours free!

Team discounts on training brought directly to their staff. This is direct training that will improve the level of customer service by the end of the training. Frontline folks will know how to take care of the customer so they come back over and over again.

Who should attend?

• Managers and supervisors • Business leaders that need new ways to retain customers • Frontline staff that can learn with the management team ways to improve their relationship with the customer, today!

**Dearborn Heights Chamber of Commerce Event Registration Form
Customer Service Seminar October 23, 2007**

Email: _____

First Name: _____ Last Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Additional attendees names, comments or special requests:

Please check one: Member \$15.00: Nonmember \$20.00:

Please complete registration form and fax to 313-724-0757 or mail to Dearborn Heights Chamber of Commerce 24624 W. Warren Dearborn Heights MI 48127. If you would rather place your order by telephone, please call 313-274-7480.