

LEADERSHIP & MANAGEMENT

QNET presents:

Is Customer Service Burning Your Bottom Line?

Tuesday, February 7, 2017 – 8:15 a.m. to 4:15 p.m.

Location: QNET – Suite 660, 175 Hargrave Street, Winnipeg

Expectations of customers are higher than ever. Unhappy customers are quick to leave if there is a problem with service.

Does your organization consistently make existing and potential customers feel welcome, provide the service that makes customers want to return, respond promptly to customer needs, provide positive experiences across multi-channels, follow-up on the promises made, and work to create user-friendly processes?

It's common in organizations large and small to focus on the technical aspect and forget about the experiential side of customer service. Don't let this happen to you. Why? Because many potential customers make purchasing decisions based on reviews of other customers. Negative reviews repel potential customers. A good number of negative situations stem from customers who are frustrated by unfulfilled expectations or a shortage of skill or motivation on the part of service providers.

Create a competitive advantage and step back from working *In* service and start working *On* your service. Learn best practices and pro-active tools and techniques you can implement in your organization.

This one day session focuses on:

- Identifying “Moments of Truth” and opportunities to enhance service
- Recognizing how our communication affects the customer's experience.
- Breaking down barriers – multi-channel communication, listening and questioning to assess customer needs.
- Understanding how words, tone of voice and body language influence customer behavior and response.
- Demonstrating care and concern.

Facilitator: Bobbie Marshall is a professional coach, trainer, and service strategist, working with executives, teams and individuals in the areas of Mind Mapping, Customer Service, Communication and Leadership. By blending insight, expertise and a sprinkle of humour, she helps unlock the hidden talents and understanding that support individuals to achieve even more. Her approach combines brain-friendly methods and tools, time-tested techniques, and strategies that fast-track progress and gain results. Bobbie's clientele is diverse – from large corporations to small entrepreneurial environments in both the private and public sectors.

This workshop is:

- An optional course in the 70 credit hour QNET Certificate in Management Development (CMD).
- Eligible for credit in the CAM:OE (Certificate in Applied Management: Organizational Effectiveness) in partnership with the University of Manitoba, Continuing Education.
- Presented by QNET in partnership with APICS Winnipeg, Manitoba Aerospace, and Industry Services, Jobs and the Economy, Province of Manitoba

Fee: (includes a light lunch)

- \$349.00 + GST for Members of QNET or APICS or MB Aerospace
- \$419.00 + GST for Non-Members

REGISTER ONLINE at www.qnet.ca



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