



EFFECTIVE RETENTION OF CUSTOMERS & MANAGING IRATE AND DIFFICULT CUSTOMERS IN TODAY'S ENVIRONMENT

"Customer Service is the Nerve Center of Any Organization"
Workshop by Dr. R. K. Srivastava

About the seminar

A research study conducted by McGraw Hill revealed that when 68% of customers stopped doing business with a company it had nothing to do with the quality of the product or service; it was simply because of an attitude of indifference towards the customer by the owner, manager or an employee.

Target Audience

Anyone dealing with customers must be committed to providing quality service. This includes owners, managers, supervisors and employees.

Program Agenda

- How to delight the customer
- Measuring customer satisfaction levels
- Handling of irate and difficult customers
- How to evaluate and respond to customer complaints
- Negotiation with, and management of, global customers
- Improving customer care
- How customer satisfaction leads to customer retention
- How to win back lost customers
- Developing effective CRM with case studies

Workshop will be June 4th from 8:30 am to 4:30 pm

Cost: \$195 (lunch will be included)

For additional information visit: www.csusm.edu/el or call 760-750-4020