

Webinar on

3 Webinar Courses To Build Service Champions That Will Lead To Customer Service Excellence

Webinar Description

The bundle of webinars mentioned below clearly explains Customer service, handling the customer in a right way, Complaint handling, Branding and developing the right mind-sets and organizational culture.

The webinar format is 1-1.5 hours of audio-visual presentation, including a brief Q&A session.

This webinar bundle includes below 3 recorded webinars:

Customer Service Excellence: Building Service Champions in Your Company

Best Practice for Complaint Handling to Assure Customer Retention

Clarify Your Message to Compel Your Customers to Listen



Customer Service Excellence: Building Service Champions in Your Company

Presented by Marcia Zidle

All planes are the same in the air. It is the people, primarily the front line, who interact with the passengers, which make the real difference. The way we think about service has changed. Who is responsible for service, how we achieve it and what service means are all being redefined. Leaders now recognize that responsibility for service does not reside in just the customer service department. It resides in every department. Every employee shares this responsibility.

Customer service must be thought of as a leadership issue because of what you, as a manager, pay attention to on a daily basis. Most of the messages employees receive comes from their immediate manager as to what is important and what is not. Managers must constantly communicate that the customer's experience is the team's number one priority.



Best Practice for Complaint Handling to Assure Customer Retention

Presented by Jeff Kasoff

Complaint handling is likely one of the more cross-functional parts of your quality system: Customer Service may receive your customer complaints, Sales and Marketing may need to reach out to the customer for additional information, Regulatory Affairs may determine whether the complaint is reportable, QA may perform the root cause investigation, R&D or Manufacturing Engineering may need to be involved in the corrective action, and Quality Engineering may need to trend the complaints! This session will include the requirements for all of the above responsibilities, which will include defining, documenting, and implementing a complaint-handling system, the requirements for complaint review, investigation, and corrective action, as well as ISO-specific implications. Also covered will be a discussion of what constitutes a complaint, and recommended practice on how to handle "non-complaint" feedback. Also covered will be the application of risk management to a complaint handling system, and a specific risk management system explained.



Clarify Your Message to Compel Your Customers to Listen

Presented by Shakira M. Brown

If you think a brand is using a great logo and stellar well-designed marketing materials – think again. Your brand is ACTUALLY what others feel your brand to be. As your organization’s experience grows and your reputation builds, your brand will develop with or without you. Established firms of all sizes and industries must take a step back and ask: What is your story? Why are you worth the value you are presenting to the world?

In this presentation learn why having defined brand messages that effectively demonstrate a competitive advantage and offer defined purpose, vision, and values for everyone to rally around should be a part of your overall business strategy. Senior leadership and management level participants will have a clear understanding of what a brand truly is and ideas for how to embark on developing brand positioning at their firms for optimal success.



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