

Building Customer Service and Winning Customer Loyalty



Good customer service is the lifeblood of any business—indeed, without customers there would be no business. The baseline of good customer service is about meeting customers' expectations and needs; however, exceptional service is about creating a value proposition that exceeds their expectations.

While every organization's goal is to deliver service right the first time, occasionally something goes wrong—even in the best service environment. Sometimes the cause of the failure is beyond an organization's control, but a frustrated customer looks to that organization for resolution. The **National Recreation and Park Association (NRPA)** is pleased to offer "Building Customer Service and Winning Customer Loyalty," a one day workshop that focuses on the concepts, tools, and applications of good customer service and service recovery.

The workshop is being hosted by **Massachusetts Recreation and Park Association** and will be held at **Sudbury, MA** on **March 24th** from **8 am to 5 pm**. Registration for the training is **\$100** per person. For registration or additional information call **John Whalen, Executive Director** at **413.568.8356**. Course attendees will earn .6 CEU's for attending the workshop in its entirety and will receive a certificate of completion at the end of the program.



By the end of the 6-hour workshop, participants will:

- Understand the components and impacts of customer service and customer loyalty.
- Create a "map" of their customers, identifying impacts and expectations.
- Learn and practice exceptional service skills and review and analyze relevant case studies.
- Learn the value of and steps associated with service recovery.
- Plan for implementing service recovery.

Join other dedicated park and recreation peers for this intensive, practical workshop and come away with the tools necessary to offer your customers the kind of exceptional service that keeps them coming back—and bringing others—to your organization.



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REGISTRATION FORM

Building Customer Service and Winning Customer Loyalty – Sudbury, MA

Name	
Title	
Agency	
Address	
City, State, Zip	
Phone	
Fax	
Email	

Mail or Fax completed form with payment to:
Massachusetts Recreation & Parks Association
PO Box 783
Westfield, MA 01086-0783
Phone: 413-568-8356 Fax: 413-568-4166
Email: jwhalen@massrpa.org
Website: www.massrpa.org

REGISTRATION DEADLINES February 22, 2010

FEES ENCLOSED Registration Fee: _____ PO # _____
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