

# Customer Service 1

## Working With Today's Customer

For registration information contact Winnie Chan, Senior Conference & Training Coordinator of The MEARIE Group, at 905-265-5332, email [wchan@mearie.ca](mailto:wchan@mearie.ca)

### Course Summary & Objective:

**Peter Barrow, Facilitator**

This one-day course is designed to help participants understand what influences customer behaviour in a variety of different circumstances, and to deal with a variety of "people situations". Participants will learn how to organize, manage and implement a customer service program that directly relates to the overall direction of their companies.

### Course Outline:

#### What Will be Learned:

- How to identify what is influencing customer behaviour today-trends, patterns and customer concerns
- How to draw a truly accurate picture of what customers need and expect
- How to do a gap analysis between what customers really need and expect and current methods of dealing with customers
- How to develop principles of customer service that close the gap and link service to strategic plans
- Ways to measure levels of success in implementing these principles
- Highly effective customer survey methods including ways to interpret results effectively

#### Who should attend?

Accounts receivable personnel, supervisors, support staff, credit managers and collection managers.

<b>Date(s):</b>	March 3	<b>Cost:</b>	\$450.00 + GST Includes materials, lunch and breaks
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<b>Course Length:</b>	1 day	<b>Location:</b>	The MEARIE Group
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<b>Accommodation</b>	Accommodation (see pg. 6) is the responsibility of employer. Lunch will be provided by The MEARIE Group.
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