

OPRA and the Fairfield Parks & Recreation Department Present...

Front Line 101

The Secrets to Keeping Our Customers Happy

Date: Thursday, March 16, 2006

Where: Fairfield Community Arts Center
411 Wessel Drive, Fairfield, OH 45014

Time: 10 am - 4 pm

Presented by Ruby Newell-Legner, CSP

.5 CEUs



For more information about Ruby check out www.RubySpeaks.com

Success in business and customer service go hand in hand. It's no secret why certain businesses keep their customers happy. They win their customers' trust and loyalty by developing long-term, satisfying relationships. This training program will help you develop skills to consistently promote and deliver positive service with every customer encounter.

Great customer service isn't just about serving the people *outside* your agency. Providing exceptional customer service lies at the heart of the mission of many organizations. In this session we will explore how the primary path to exceptional customer service is internal customer service; the service we provide fellow employees and other departments within our own organizations.

This program is very interactive. It includes brainstorming, checklists, small group discussions and activities that will improve both internal and external customer relationships.

What you will learn in this program:

- ✓ Respect what customers want and understand why customers complain
- ✓ Improve customer loyalty and retention
- ✓ Anticipate your customer's needs and react proactively
- ✓ Use listening as a skill to enhance relationships
- ✓ Use telephone skills to enhance perceptions
- ✓ Handle concerns with diplomacy and tact
- ✓ Use the S-O-F-T-E-N Technique to win over angry customers
- ✓ Choose your words carefully to leave a positive, professional impression
- ✓ Create an atmosphere of camaraderie and support as you work side by side with your coworkers to serve the customers

Schedule of Events

**9 - 10 am - Registration
(Coffee & Donuts Provided)**

10 am - 12 pm - Training

**12 - 1 pm - Lunch
(Provided)**

1 - 4 pm - Training

Name: _____ Email: _____

Company: _____

Address: _____

Fee: _____ \$80 per OPRA Member
_____ \$100 per non-OPRA Member

Deadline to Register: March 2, 2006

PAYMENT

_____ Check Payable to City of Fairfield
_____ Visa/Mastercard: _____
_____ Purchase Order #: _____

Fax your registration form with payment to (513) 867-6070.

Mail info to
Fairfield Parks & Recreation
411 Wessel Drive
Fairfield, OH 45014

For More information call
(513) 867-5348.

Exp Date: _____