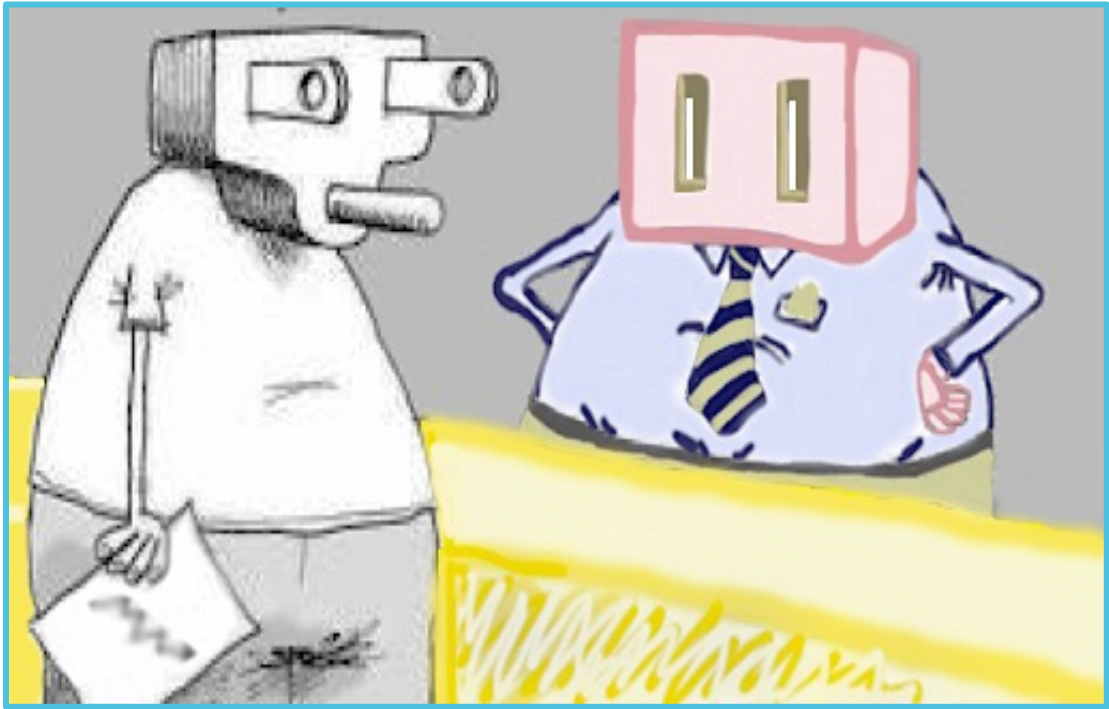


OUTSTANDING CUSTOMER SERVICE & PUBLIC RELATIONS



جمعية العلاقات العامة الكويتية
KUWAIT PUBLIC RELATIONS ASSOCIATION

موارد
mawaarid
human resource solutions



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INTRODUCTION

Excellent service does not simply come from a friendly transaction or helpful technology; it is the result of truly understanding your customer's expectations and putting the right guidelines and service standards in place to exceed them.

When an organizational framework properly unites its people, place and processes by putting the customer at its core, outstanding service becomes possible across all levels of the company.

This creates greater intent to return and recommend, as well as a stronger competitive edge. When team members' behaviors are reinforced through positive feedback, they feel valued and appreciated and will make sure their clients do as well.

A half-century ago during the development of the Disneyland® Park attraction, Enchanted Tiki Room, Walt watched his Audio-Animatronic birds blink, move and sing but wondered why they didn't breathe. Legendary Imagineer, John Hench, said to Walt, "People are not going to get this. This is too much perfection." Walt listened, and that's when he shared a lesson that's become a timeless pillar of The Walt Disney Company: "People can feel perfection."

"There is only one boss, and whether a person shines shoes for a living or heads up the biggest corporation in the world, the boss remains the same. It is the customer! Sam M. Walton, CEO Wal-Mart

The customer is the person who pays everyone's salary & who decides whether a business is going to succeed or fail. In

fact, the customer can fire everybody in the company from the chairman (CEO) on down, and he can do it simply by spending his money somewhere else.

Literally everything we do, every concept perceived, every technology developed and associate employed, is directed with this one objective clearly in mind: pleasing the customer." Sam M. Walton, CEO Wal-Mart

Outstanding Customer Service
interconnecting Public Relations
means much more than providing a quality product or service or a Marketing strategy that satisfies the needs of a customer; it means shifting people's experience from the plain and the ordinary to the extraordinary, making it a thrilling experience so they will remember for ever, it means going that extra mile to bring continued success; and once that continued success is reached, it can also mean: increased profits, higher job satisfaction, improved organization morale, better teamwork, market expansion of services/products, etc

The secret relies on how further are you willing to go to provide that Outstanding Experience to your customers.

Goal of this seminar: Learn to be aware on how to make a difference in your specific roles to deliver outstanding customer service, by interconnecting the advantages of Public Relations and Networking to generate profit.

This seminar is recommended for: managers, team leaders, directors, project managers, supervisors & staff in general across all industries who believe they can make a difference by delivering outstanding customer service.