

Customer Service Academy

Develop your organization's approach to WOW! Customer Service. Take advantage of the winter, and be prepared to build a loyal customer base NOW. While some look at the economic conditions and postpone great training opportunities such as the **Customer Service Academy**, many see it as the ideal time to dispatch well respected mid-level managers with bright futures in their business to this outstanding opportunity to refresh the basics and re-tool with some very insightful best practices that can place their companies ahead of the curve when new growth and strength emerge from current economic climates.

Ask yourself and your associates who should be attending this dynamic learning opportunity. If not your team...whose? If not now...when?

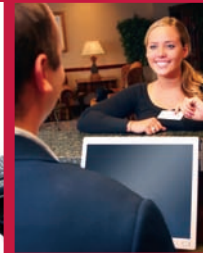
This is the perfect opportunity to set the stage for your business to soar to new heights in the practice of excellence in customer service. The **Customer Service Academy** takes the guesswork out of building a customer service action plan that can take your organization from good to great!

You will hear local customer service experts speak about what their organizations have done to create WOW! Customer Service. In addition, you will learn about what the customer service giants like Disney and Nordstrom's do to create a customer service culture in their organizations. In addition, you will get an opportunity to experience firsthand how two regional customer service giants have integrated a strong customer service culture in their organizations and have earned national recognition for taking care of their customers. Participants in the academy will take two "field trips" to these organizations locations!

40 hours of instruction for just \$899 for the first person, and \$350 for each additional person from the same company. Academy graduates will receive the distinction for themselves and their company as being a member of the Customer Service Academy, a sign of a commitment to providing the highest level of customer service.

How to get involved

Nomination forms and applications are available from Lake Michigan College's Community and Business Services and Cornerstone Chamber of Commerce. Call LMC at (269) 926-4086 or visit www.cornerstonechamber.com for more details.



What the academy will cover

The train-the-trainer curriculum will equip participants with the knowledge to carry the message back to their workplace and build a culture of quality service.

- February 10** What is customer service excellence to you and your organization?
- February 17** Knock-your-socks-off service
- February 24** Looking at your business through the eyes of your customer
- March 3** Creating your customer service vision
- March 10** Role of the manager in creating a customer service culture
- March 17** Hiring the "right" people and building the customer focused organization
- March 24** Being responsive to customer differences: treat customers how they want be treated
- March 31** "What next, coach?"
- April 7** Celebrate the successes
- April 14** Customer Service Enhancement Plan presentations

Customer
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**Tuesdays, Feb. 10
through April 14, 2009**

**8:30 a.m. to Noon
M-TEC at Lake Michigan College
400 Klock Rd., Benton Harbor, MI**



Cornerstone Chamber of Commerce
Building the Community Through Partnerships



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