

Aligning Your Organization for Exceptional Customer Service

Having the right corporate culture is crucial to achieving exceptional customer service quality. Corporate culture includes the way people communicate with one another and the type of information communicated. For service quality, this is important, because it provides an indication on how much importance the customer plays in the daily life of the company.

Inherent in any culture is a way of viewing the customer. Articulating a behavior-driven company customer service perspective can tie employee behavior with organizational expectations and shows employees where and how special efforts must be made.

This presentation describes GTC resources that helps establish company-wide customer service alignment by delineating specific expected behavior with individual employee customer service performance.

A no-cost customer service perspective analysis will be made available for each webinar participant!

Presented by Bill Matelski

Bill has over forty years of talent management experience and has provided consulting/training services to over 400 organizations in manufacturing, construction, real estate, banking, health care, and other service industries including non-profit and government organizations.

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