



Video Learning Program

What do Customers want?
How well are you providing it?



STAFDA and Dr. Jeanne Hurlbert recorded her online interactive Concierge Customer Service Workshop and are now offering it for members to purchase and use for their own in-house training.

For \$100 the video package includes:

- Two MP4 files of the day-and-a-half long online program Jeanne conducted featuring her instruction and cues for interactive discussions available for download. The recording also includes the interactions of live program participants providing insight into other STAFDA members' business situations.
- PDFs of the Jeanne's handouts and worksheets

Jeanne happens to be one of the only experts in the country on social networks and social support during disasters. She added a **new component** to the program on how to keep customers and employees engaged during the COVID-19 pandemic and beyond.

Dr. Jeanne Hurlbert, STAFDA's Customer Service Consultant, has recorded her day and a half on-line program for STAFDA members' self-training exercises.

Program Description

As competition and disruption increase in distribution and manufacturing, some companies find themselves inadvertently running scared. The leaders in the market continuously innovate by capitalizing on the opportunities disruptive environments deliver. *How?* By leveraging the key indicators showing *why* key accounts start to buy and continue to buy, so they can serve those accounts at the highest level.



To gain this “unfair advantage” over your competition, you will:

- Understand how to develop key indicators to answer the two most important questions in business: what your customers want and how well you’re giving them what they want;
- Execute the four pillars of Concierge Customer Service by giving customers **MORE**: **M**indset, **O**wnership, **R**eferability, and **E**xperience;
- Ensure employee satisfaction as the cornerstone of creating customer satisfaction; and
- Discover it’s not about beating gorillas like Amazon at their game; it’s about playing a different game to become the gorilla in your market!

Phase I: Knowing Them Well

We’ll focus on developing a feedback system: You can’t serve customers well if you don’t know them well. Attendees will create a set of critical indicators that will not only affect overall customer satisfaction, but measure customers’ decisions on whether to buy from you or your competitors. We will showcase how to avoid disastrous pitfalls by implementing a simple, straightforward feedback system to give you precise information to make smart decisions to attract (and retain) your most profitable customers.

Key Takeaways:

- Learn why most companies don’t get the feedback they need, causing them to leave money on the table
- Learn actionable strategies to keep your most profitable customers and attract more customers like them
- Discover how the “democratization of data and analytics” lets you meld data, analytics, and marketing
- Identify techniques to transform your customer service and fuel your marketing

Phase II: Serving Them Well

Discover the steps to customer-centric innovation: from getting your crew on board to identifying the right customers who will receive Concierge Customer Service (CCS), to developing and training your team. Put a winning formula in place! Specific topics include:

- How to engage salespeople by giving them the tools they need to attract prospects and get current customers to buy more from you
- Effectively use customer feedback to identify areas for improvement
- What your Concierge Customer Service Representative (CCSR) job description should include and how to recruit and select CCSRs
- Use data to identify customers who *have* earned CCS and those who *have not*, plus the tactics to move the “have nots” up to a CCS level
- How to introduce your Concierge Customer Service program to customers
- How CCSRs should address customer issues (including challenging customers)
- How to adapt your CCS system to different generations in the workplace

About Jeanne Hurlbert

Dr. Jeanne Hurlbert is an expert in survey research, social networks, Concierge Customer Service, and big data/predictive analytics. She specializes in getting the information businesses need to ensure continuous process improvement and transform their marketing. Jeanne served on the faculty of **Louisiana State University** for 25+ years, where she directed the **Louisiana Population Data Center Survey Research Lab**. She and her husband/colleague, **John (Jack) Beggs**, have used survey research to study how individuals' social networks affect things such as job-finding, job satisfaction, access to social support, and health. Their research has been funded by the **National Science Foundation** and published in top social science and health journals. She has served on the editorial board of numerous social science and health journals. She also serves as STAFDA's Customer Service Consultant and the author of STAFDA's *Concierge Customer Service Manual*.



Order Now!





Concierge Customer Service

Video Workshop

Company Information

Company & Contact Person's Name: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____

Email Video Content & Handouts to: _____

Payment Information

The cost is \$100.

☐ Check enclosed *(Please make checks payable to STAFDA and mail with this form. Do not send check and form separately.)*

☐ Credit Card ☐ American Express ☐ Discover ☐ MasterCard ☐ Visa

Cardholder Name: _____

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Elm Grove, WI 53122 ♦ Fax: 262/784-5059 ♦ Email: info@stafda.org