



Creating Customer Delight and Enhancing Relationships

February 20, 2018
12:00 PM to 1:15 PM

COST: \$5.00/person for lunch

LOCATION: JARI Center for Business Development
160 Jari Drive (Richland Township)

PRESENTER: Dr. Randy Frye
Saint Francis University

This session will review the following topics:

- State the key reasons why customer service counts in your organization
- Learn the salient principles of relationship marketing (vs. transactional relationships) and customer service
- Differentiate between external and internal customers
- Identify major customer service dimensions of any organization
- Discuss the differences between customer service and the customer experience
- Learn how to calculate the New Promoter Score for your business and how to how to measure customer satisfaction levels in a particular unit or department and to use the results to show continuous improvement

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Tuesday, February 20, 2018 | 12:00 pm – 1:15 pm

JARI Center for Business Development

160 Jari Drive, Johnstown, PA

REGISTRANT INFORMATION

PARTICIPANTS NAME

Please use new form for additional participants

Company _____

Address _____

City _____ Zip _____

Contact Name _____

Telephone _____

PAYMENT INFORMATION

of Participants _____ x \$5.00 = \$ _____

This form is considered your invoice. Payment should be made prior to the day of the event to reserve your seat.

Checks are to be made payable and mailed to:

JARI, Attn: Lauren Brewer, 245 Market Street * Suite 200, Johnstown, PA 15901.

Note: No shows and cancellations after February 19th will be billed for any seats that you had reserved that we were unable to fill.

Please RSVP by Monday, February 19, 2018 to Lauren Brewer

Phone: (814) 535-8675 / Email at lbrewer@jari.com

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least 2 weeks in advance by contacting Michele Clapper at 814.262.8368. *Please inform us of any dietary restrictions.*