

PROGRAM DESCRIPTION

CLINT SWINDALL, CERTIFIED SPEAKING PROFESSIONAL
SPEAKER, TRAINER, CONSULTANT, AUTHOR

Engaged Customer Service

“The problem with customer service training is it focuses primarily on customers! Customer service begins with the way employees see themselves and their co-workers, and is then transferred to the client.”



Clint Swindall, CSP
President & CEO
Verbalocity, Inc.



Companies around the world will spend millions of dollars this year alone on customer service training. At the end of the year, most of those companies will complain that one of their biggest challenges is providing great customer service!

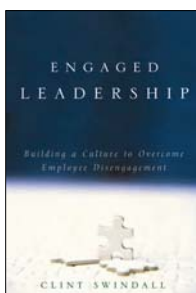
If companies spend the money for customer service training, why doesn't it make a significant difference? Two reasons. First, the problem with customer service training is it focuses primarily on customers! Customer service begins with the way employees see themselves and their co-workers (internal customer service), and is then transferred to the client (external customer service). Second, poor customer service is a symptom of poor leadership. Research indicates over half of employees are disengaged. If most employees are just showing up to get a paycheck, how can we ever expect them to go out of their way to provide outstanding customer service?

Three things are required to improve customer service in any organization: strong leadership that can move employees from disengagement to engagement, employees who are working regularly to enhance their personal leadership (attitude, motivation), and specific customer service skills that have been proven to enhance the customer experience.

As a keynote presentation, ***Engaged Customer Service*** addresses the first two aspects listed above. The presentation will:

- ★ Demonstrate how leaders can move employees from disengagement to engagement
- ★ Demonstrate how employees can work every day to enhance their personal leadership
- ★ Demonstrate the importance of personal accountability
- ★ Demonstrate ways to enhance the way we see the world

While there are many skills required to provide quality customer service, none of it matters if employees aren't engaged and committed to the organization. This program will show leaders how engaged employees through better leadership, which will ultimately enhance customer service.



*Note: This program is based on Clint Swindall's book entitled **Engaged Leadership: Building a Culture to Overcome Employee Disengagement**. It is being published by John Wiley & Sons, and will be available June 29, 2007.*