



## Programme on **Nine Steps to Customer Service**

**Thursday, April 19, 2018 • 9.30 a.m. to 1.00 p.m.**

**Venue:** Torrent-AMA Management Centre, Core-AMA Management House,  
AMA Complex, ATIRA Campus, Ahmedabad

In today's fiercely competitive environment, what makes you different from your competitors is not the quality of your products but the exclusivity of your customer service. A customer may not consider it so seriously if your product fails to meet his expectations. What he surely minds is the way he was attended to, when he had the problem with your product.

This interactive workshop would become your inspirational guide to making service an experience that causes your customers to swoon, smile, and sing your praises.

Seth Godin in his best-selling book *Purple Cow* says, "Today, the one sure way to fail is to be boring. Your one chance for success is to be remarkable." Get set for a unique ride ahead !

### Contents

• Remarkable Customer Service	• Fifth – Before & Beyond Service
• The 9 Principles of Innovative Customer Service	• Sixth – Hardwire Wisdom into Service
• First - Put a Surprise Inside	• Seventh – Monogram the Moment
• Second – Connect with Respect	• Eighth – The Easy Button Principle
• Third – Elevate the Class	• Ninth – Turn an "Oops" into an Opportunity
• Fourth – Put Total Sense into Service	

### Conducted in English, Hindi, Gujarati

**Faculty :** Mr. Hiren Vakil, Corporate Trainer & Management Consultant, Mumbai

**Fee :** Rs.800/- per participant including GST. Concession for Members 10%, Patron Members 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour of "Ahmedabad Management Association".

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**April 19, 2018**

#### Registration Form:

Please fill-in and return this form along with participation fee to :

**Ahmedabad Management Association**, AMA Complex, Ahmedabad 380015.

**Phone :** 079-26308602-5 • **Mobile:** 9537407187, 7069940917, 7203030990 • **E-mail:** ama@amaindia.org

**Website:** www.amaindia.org • **Android Mobile App:** AMA-Ahmedabad amaIndia.org

Name(s)	Position
1.	
2.	
Organisation:	
<b>GST No.:</b>	AMA GST No.: <b>24AAATA 5881D1ZO</b>
Address:	
Telephone(s):	Mobile:
E-mail: <input type="text"/>	