



**Programme on
The 9 Principles of
Innovative Customer Service**

Saturday, July 1, 2017 - 2.00 p.m. to 5.00 p.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House
ATIRA Campus, Dr. V.S. Marg, Ahmedabad 380 015

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

Duration : Half Day

Medium of Instruction : English, Hindi & Gujarati

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

Fee : Rs.700/- per person.

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Registration Form:

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

Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

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

Name(s)	Designation
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Organisation:	
Address:	
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