

Unleashing EXCELLENCE

Creating A Culture Of Ultimate Service

Tuesday, November 17, 2009 | 8:00 a.m. – 5:00 p.m.

TO WIN DURING RECESSIONARY TIMES COMPANIES NEED TO DRAW ON THEIR ESSENTIAL SOURCE OF STRENGTH... **ULTIMATE CUSTOMER SERVICE.** WORLD-CLASS SERVICE IS NOT "SMILE-TRAINING". IT IS AN ALL-ENCOMPASSING APPROACH THAT BECOMES THE COMPETITIVE ADVANTAGE, BUILDS MARKET SHARE AND TURNS CUSTOMERS INTO ADVOCATES WHO WILL DO YOUR ADVERTISING FOR YOU!

This dynamic and insightful workshop will enable you to create a culture of ultimate service by:

- * Developing a common vision and service delivery standards for all employees
- * Learning how to form extraordinary experiences for your internal and external customers
- * Discovering techniques to maintain employee involvement and engagement at all levels
- * Developing THE ACTION PLAN necessary to create and sustain a culture of service excellence

Workshop fee: \$450

Price includes all seminar materials, a continental breakfast, lunch, and parking downtown. The learning experience will conclude with a certificate of completion.

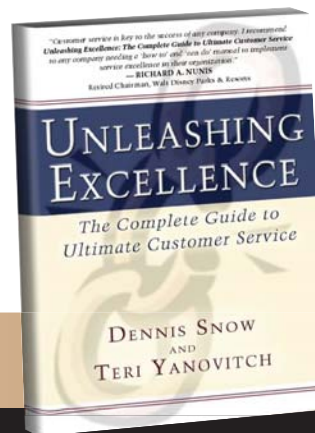
UCF Alumni discount available

CLICK HERE TO REGISTER ONLINE

Featured Speaker: Teri Yanovitch

UCF Executive Development Center is pleased to bring Teri Yanovitch, an acclaimed speaker and co-author of *Unleashing Excellence – The Complete Guide to Ultimate Customer Service*, to UCF Downtown for an innovative one-day seminar.

Teri has been on the frontlines of the industry for nearly three decades - including as a vice president for the pioneering quality management firm, Philip Crosby Associates, and customer service best practices ambassador for the Walt Disney Company. Widely regarded as one of the leading authorities in the field, Yanovitch has helped nearly 300 of the Fortune 500 companies in implementing cultural change and management systems, specifically targeted towards service excellence.



All attendees receive a signed copy of *Unleashing Excellence – The Complete Guide to Ultimate Customer Service*.



UNIVERSITY OF CENTRAL FLORIDA
COLLEGE OF BUSINESS ADMINISTRATION

UCF Executive Development Center
Central Florida's Partner for Executive Education

Contact:

Tiffany Hughes, 407-235-3905
ExecutiveEducation@bus.ucf.edu
36 West Pine Street, Orlando, FL 32801

For more information visit:
www.bus.ucf.edu/edc