

Delivering The Edge in Customer Care

The Dryden Centre

A full day masterclass led by Michael Heppell, an international best-selling author of six books including 5 Star Service; the UK's No. 1 book on customer care. His clients and advocates include; Virgin Upper Class, John Lewis, HSBC and many public & private sector organisations.



'Michael Heppell is the ultimate service guru' (Hotelier of the Year, Jonathan Raggett) and has been described as 'one of the top 3 professional speakers in the world'.

Masterclass Date

Monday 10 December 2012
9:15am to 5.00pm
(Registration 8:45am)

Who should attend:

Individuals within teams or services who want to deliver brilliant customer care to internal and external customers.



During this interactive action packed day you will:

- Find out who your customers really are... how to manage and exceed their expectations
- Be inspired by amazing examples of customer service
- Experience a brilliant way to measure how you're doing in the service stakes
- Understand why doing a good job is no longer good enough
- Discover 20 low cost high impact ideas to instantly improve the level of customer care in your service
- Learn how to create a positive first response to even the most negative situation
- Uncover the physiology as well as the psychology behind amazing customer service
- Discover a step by step process to turn some of your most challenging customers in to real advocates
- Find ways to inspire a culture of service excellence across a whole organisation
- Develop your own 90 - day action plan - guaranteed to get results

You'll be challenged, entertained, inspired and will remember this as one of your best training days ever.

Cost Per Place:

PSA partners have their agreed place allocation.

Cost per non members: **£120 per place.**

A **£50** fee will be incurred for non-attendance or cancellation within 2 weeks.

To book a place or ask for more information please contact a member of the PSA team on 0191 433 2216/433 2892 or book online at www.gatesheadpsa.co.uk