

# Customer Satisfaction Workshop



Our goal is to help increase your sales at a profit

This team-building media workshop is modeled after a similar workshop originally designed to help the various departments in automotive dealerships work better together. Management and staff from all departments who have any customer contact whatsoever are invited to attend this six-hour eye-opening event.

We purposely do not invite them to a "team-building" seminar because it is those who need it most who will roll their eyes and say "Oh no, not another white-water rafting scam."

Each *Customer Satisfaction Workshop* is preceded by a one-on-one consultation to custom-tailor some of the workshops to your organization's needs.

The workshop begins by asking the group, "What creates customer complaints within our organization?" Invariably, everyone points across the table at someone else.

Following a number of exercises, movie clips and games, even the most negative team member will stand up and, in their own words, say something like, "I'm going to start to do my job so well that everyone else's job becomes easier."

Every person in every department from accounting to sales, and from creative to production, develops their own productivity improvement plan.

## Here is what your team will discover:

- The value of each of your three key customer groups
- Why inter-dependence is more productive than dependency or independence
- How teamwork, talent and technology work together
- Why teams out-perform heroes

This highly interactive workshop is most effective when facilitated for groups of more than 20 and less than 60.

## Each participant will leave this session with:

- Their own productivity action plan
- A customer satisfaction checklist
- The 20 page ENS Media Inc. Customer Satisfaction Workbook and notes
- A renewed self-confidence and better understanding of their contribution to the company
- A better appreciation for what their fellow team-members contribute
- A renewed dedication to your company's mission