

cutting edge

Customer Service Masterclass

WOW...Now that's what I call service!

Join Lynda in this inspirational masterclass where she will share her insights into excellent customer service. Her practical experience of working with leading organisations from all sectors, will illustrate the global impact on changing customer demand and what actions organisations must take to exceed customers' expectations.

In this masterclass, Lynda will also interview leaders from top Scottish organisations regarding the role of Customer Service including **Sir Tom Farmer**, original founder of Kwik-Fit and the man behind Farmer Autocare, **Brian Sweeney** Chief Officer from Strathclyde Fire & Rescue Services as well as **Alex Linkston**, Chief Executive of West Lothian Council.

Lynda will share with you:

- The secrets of service - through the lens of the customer
- What sets you apart from and above your competitors
- How to create a customer-focused culture across the supply chain - creating the WOW factor
- Why some organisations succeed whilst others wallow in mediocrity or discard their objectives at the least hint of troubled times
- How to distinguish between customer service & customer valuation
- What do do when it all goes pear-shape...

To book your place at this highly valuable learning and networking opportunity, contact Frances or Shona on 0131 556 2333 or email info@qualityscotland.co.uk.

YOUR SPEAKER



Lynda King Taylor

One of the few female corporate speakers whose message and mission travels across Europe and beyond. Lynda King Taylor is recognised as one of Scotland's foremost experts, and exports, on customer service.

She has written extensively on customer relationship management and appears regularly on the speaker and conference circuit worldwide. Lynda has worked with organisations from all sectors including ExxonMobil, Toyota, Westminster City Council, Roche, Nationwide Building Society, BAe Systems, Citizens Advice Bureau, NHS Trusts, and London's Metropolitan Police. Her work covers all aspects of Customer/community relationships and diversity management and advising organisations on achieving excellence through global best practice.

Thu 26 Oct 2006

The Hub, Edinburgh

10.00am - 3.30pm plus networking opportunity

Cost including buffet lunch:

Members:	£85.00 + VAT
Affiliates:	£120.00 + VAT
Non-Members:	£150.00 + VAT

Sponsored by:



Quality Scotland, 11 Abercromby Place, Edinburgh EH3 6LB T: 0131 556 2333

Celebrating 15 Years of Promoting Business Excellence

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Customer Service Masterclass for Tourism & Hospitality

WOW...Now that's what I call service!

Lynda returns with this inspirational masterclass where she shares with you her fresh and thought-provoking approach to achieving excellent customer service for the Tourism & Hospitality sectors. Her practical experience of working with top organisations in this field will help you create customer-focused culture in your organisation, regardless of size.

Lynda will also interview individuals from leading organisations regarding customer service including **Coul House Hotel, Hospitality Assured, Ramada Jarvis and Speyside Wildlife.**

Among other topics, Lynda will explore:

- Seeing through the eyes of the visitor
- Recharging batteries - what is a visitor really worth?
- Winning hearts and minds - of customers, visitors, tourists and staff
- Listen, what does the visitor really really want?
- Service Provision versus Perception
- Learn Learn Learn from your mistakes
- Winning loyalty through knowledge and touch
- Bringing folk to the Highland & Islands who say WOW to winning service
- Will ye no come back again?

"Inspirational, funny and, most noticeably, a dynamic speaker"

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Tue 14 Nov 2006
Ramada, Inverness

10.00am - 3.30pm plus networking opportunity

Cost including buffet lunch:

Members:	£85.00 + VAT
Affiliates:	£120.00 + VAT
Non-Members:	£150.00 + VAT

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