



The Service Difference:

Using customer service as a source of competitive advantage



Companies can increase profitability by an average of 23% when they deliver outstanding customer service¹. Getting there, however, takes more than just a clever marketing slogan. Companies must fully commit to a new level of customer service to if they want to differentiate themselves from their competitors.

Taking Service to the Next Level is a fun and interactive keynote presentation that provides participants with proven strategies to help their organizations achieve the breakthrough results:

- ✓ Increase customer retention
- ✓ Increase profitability per customer
- ✓ Increase referrals from existing customers

Participants will learn the following in our time together:

- ✓ The importance of having a compelling customer service vision
- ✓ How organizational alignment can rapidly improve customer service
- ✓ How to performance a “service alignment check”



About Jeff Toister, CPLP, PHR

Jeff and his company, Toister Performance Solutions, help clients improve customer service and employee performance. He is a dynamic and engaging speaker and a nationally-recognized employee training expert. Jeff has a Certified Professional in Learning and Performance (CPLP) credential from the American Society for Training and Development and a Professional in Human Resources (PHR) certification from the Human Resources Certification Institute. He currently serves on the Board of Directors for ASTD’s San Diego chapter.

Contact Jeff to book him for your event:

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¹ Source: The Gallup Organization