



ZingTrain's Customer Express Workshop

Objectives

By the end of this workshop, participants will be able to:

- Explain Zingerman's approach to customer service and how it can be adapted to work in their organizations.
- Use a variety of new tools and techniques, including role-plays, to supplement and reinforce existing customer service training for front-end staff.
- Call upon a network of peers to help get past roadblocks.

Draft Itinerary

7:30AM	Breakfast available
8AM	Welcome & Objectives
	Brief History and Vision
	Building a Culture of Great Service
	Teach It
	Define It
	Zingerman's 3 Steps to Giving Great Service
	Zingerman's 5 Steps to Effectively Handling Complaints
	Live It
	Measure It
	Reward It
12:15 PM	Adjourn