

Customer Service Experience

Delivering Excellence Program

Oct. 24-Nov. 14, 2024 | May 7-May 28, 2025

What's holding your team back from delivering consistent five-star service? MRC's comprehensive Customer Service Experience development program enables service providers to understand customers' wants and needs to turn ordinary interactions into extraordinary experiences. By reframing their thinking from task to opportunity and defining a comprehensive list of "non-negotiable" behaviors, they will be better equipped to make a powerful impact on service culture. Through examining high-quality service standards and best practices of industry leaders, they also gain proficiency in how to differentiate their brand and turn service failures into experiences that build trust and loyalty.

Course Highlights



- Mapping the Customer Experience
- Defining a Service Culture
- Customer Behavior Profiles
- Exceeding Expectations: Handling Mistakes, Saying "No" the Service Way, Delivering Bad News, Defusing Negative Emotions, Making the Customer Right
- Communication Effectiveness: Understanding Needs / Listening Techniques, The Art of Persuasion and Negotiation, Telephone Service Skills, Email Communication, Customer Meeting Etiquette

Visit mrcpa.org/events for full course details.

Who Should Attend


Front-line service providers, customer service representatives, supervisors, managers, or anyone within a manufacturing organization who either provides service directly to the end-user or supports someone else who does.


Instructor | Wendy Beltzner, MRC Sr. Director, Leadership Development and Training Strategy


Wendy has over 25 years of experience in training and curriculum development, specializing in leadership and customer service with companies from all industries throughout Northampton, Lehigh, and Carbon counties. She has previously worked for Fortune 500 service giants such as IBM and Manpower Inc., advancing her career from entry-level through various levels of management. Wendy is also an entrepreneur. She created, owned, and operated the Lehigh Valley's first children's museum designed with an emphasis on soft skills education. She has also co-owned an award-winning, ice cream retail and wholesale business with her husband for the last 30 years. Wendy earned her B.S. degree in Marketing from Oral Roberts University, is a Certified TWI (Training Within Industry) Job Instruction Trainer, and a Certified Everything DiSC Practitioner.


More information available at mrcpa.org/events or contact Nicole Pierce at (484) 655-4873 or nicole.pierce@mrcpa.org. This course is eligible for WEDnet.


 4 half-day sessions from 8 AM – Noon

 **Oct. 24 – Nov. 14, 2024** (4 days)
Oct. 24, 31, Nov. 7, 14, 2024

 \$1150/person. \$1050 before 9/26/24
Meals and course materials included

 **May 7 – May 28, 2025** (4 days)
May 7, 14, 21, 28, 2025

 \$1150/person. \$1050 before 4/9/25
Meals and course materials included

 MRC – 7200A Windsor Drive
Allentown, PA 18106

 Register: mrcpa.org/events

*Fees and times subject to change. Visit mrcpa.org/events for current details.