



## **Lisa Ford Program Descriptions**

### Customer Focused Culture: Why Customer Service is NOT Enough

This is a presentation on why customer service alone will not lead to long term survival. Everyone has read the books, many businesses have pledged fidelity to its customers but few have implemented actions that match their attitude. And most efforts are faint hearted, gimmicky or off the mark. Today's organization must focus on customer satisfaction and retention with renewed energy. This speech is a combination of content, examples and motivation. The challenge is to get customers to love your products, services and people. Lisa relates statistics, strategies and stories so the audience leaves with skills and the desire to win and keep customers.