

Tuesday
9 May 2017

Customer Service Excellence in Building & Construction

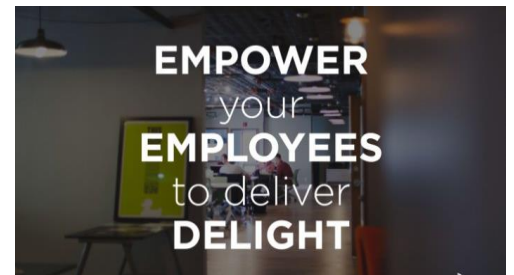
Creating competitive advantage by delivering a standout customer experience throughout your organisation.

Modern day business has evolved beyond commodity, beyond product, and now beyond service; like it or not, we now all live and operate in the experience economy.

Business today is all about experience; the all-encompassing multi-sensory experience that customers use to decide whether or not you are deserving of their business. As such, delivering a great customer experience is not something you can afford to leave to chance.

This business-building course includes:

- Understanding the real purpose of business;
- Understanding the distinct difference between customer service and customer experience;
- How, by understanding the six senses of service, (visual, auditory, olfactory, gustatory, somatosensory, and emotional) you can design and deliver a truly outstanding service experience giving your customers a 'reason to return', and a 'reason to refer';
- Why, in today's crowded 'same stuff, same price' marketplace, 'good' customer service is the enemy of 'great' customer service ;
- How to develop an authentic service experience differential to ensure that 'choice rich, time poor' consumers, when faced with a multitude of options, choose to do business with you, and not your competition;
- How to attract and retain loyal customers in today's highly competitive marketplace;
- What it takes to develop strong, mutually rewarding customer relationships to ensure future business prosperity and longevity;
- Understanding the difference, and how to make the shift from commodity and price, to experience and value;
- Why customer experience is your number one competitive advantage;
- Why customer experience is your single greatest predictor of business success;
- How to create a whole-of-team, organisation-wide culture of service excellence.



DATE: Tuesday 9th May, 2017
TIME: 8.30am – 12.30pm
TRAINER: Graham Harvey, Director - Service EQ
VENUE: Master Builders, Level 3, 35-37 Havelock Street, West Perth
COST:



	Course Fee	Total
MBA Member eligible for CTF subsidy	\$311.50 - \$124.00 [^]	\$187.50*
Non-member eligible for CTF subsidy	\$361.50 - \$124.00 [^]	\$237.50*
MBA Member	\$311.50	\$311.50*
Non-member	\$361.50	\$361.50*

If you require further assistance, please contact us on **9476 9800** or email training@mbawa.com



The Construction Training Fund provides funding support for training of eligible workers in the construction industry. We acknowledge the support of the Construction Training Fund in reducing costs of training for eligible workers.

*Prices subject to change. [^]Construction Training Fund (CTF) subsidy available for eligible course participants. This course is GST free.



CUSTOMER SERVICE TRAINING
Tuesday 9th May, 2017 8.30am – 12.30pm

***Please Note:** This course is subsidised by the Construction Training Fund (CTF) for eligible participants. Master Builders requires participants details be provided as indicated below, otherwise the full fee may apply.*

PARTICIPANT DETAILS:

Surname:		First name:	
Date of birth:			
Mobile:		Email:	
Home address:			
Suburb:			Postcode:
Job/Trade title:			
Job description (brief detail):			

EMPLOYER/COMPANY DETAILS:

Master Builders member name:			
Employer/company name:			
Address:			
Suburb:			Postcode:
Contact name:		Email:	
Phone:	Fax:	Mobile:	
Please tick the industry sector in which you work		Commercial <input type="checkbox"/>	Housing <input type="checkbox"/> Engineering <input type="checkbox"/>

PAYMENT DETAILS

Payment must be received prior to the course date to secure your place & receive your confirmation.

EMAIL: training@mbawa.com **FAX:** 9476 9881

POST: Master Builders Training Department, P.O. Box 167, West Perth WA 6872

Course Costs	Master Builder member	Non-member
Eligible for CTF subsidy	\$187.50 per person	\$237.50 per person
Not eligible for CTF subsidy	\$311.50 per person	\$361.50 per person

Please note that course costs subject to change. This course is GST free.

Method of Payment	Cash <input type="checkbox"/> Cheque <input type="checkbox"/> Credit Card <input type="checkbox"/> Money Order <input type="checkbox"/>	Amount: \$
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Credit Card Details (please tick):	Bankcard <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/>
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Card number: _ _ _ _ / _ _ _ _ / _ _ _ _ / _ _ _ _	Expiry date: _ _ / _ _
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Cardholders name:	Signature:
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You must quote your **INVOICE NUMBER** as the reference when paying by Direct Deposit.

Cancellation Notice	<i>A refund will not be provided for no shows on the day of the course, or cancellations less than 5 working days prior to the course date. You may, however, substitute another person up to 24 hours prior to the course.</i>
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To view our Terms & Conditions please visit www.mbawa.com