

# CARING FOR THE CUSTOMER WORKSHOP

Presented by PRISM Business Advisors

- Are you giving each caller a positive experience?
- Do you know the secrets to calming an upset caller?
- Are you conducting business with kindness?



Training Workshops are 1.5 hours and are offered at The PRISM Building in Fort Wright, KY. If you wish to schedule a workshop for your staff at your office, please contact us!

For more information,  
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- Unhappy customers will not complain – they will simply leave!
- A happy customer will tell at least 5 people about their experience!
- Customers are happy when they get more than expected!
- An unhappy customer will tell an average of 20!

- It is far more difficult to attract a new customer than to retain a current one!
- The cost of establishing a new customer relationship is five times greater than keeping a current one!

“Enrich lives one phone call at a time”