

# 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](https://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 | Toni Reece, Leadership Development Instructor


Toni Reece is a seasoned professional and personal development coach with over 30 years of experience. She founded BaySix Training in 1995 and later established The PEOPLE Academy, Inc. in the UK in 2000. There, she created The P.E.O.P.L.E. model, a widely used coaching tool. Toni also launched The PEOPLE Chronicles, a digital media platform amplifying unheard voices, producing over 5,000 community stories in podcast and video formats. She has assisted individuals, organizations, and non-profits in crafting and sharing their narratives. A published author, her works include Let the Leaders Steer, PEOPLE Drive, and Wake UP P.E.O.P.L.E. Additionally, she founded The Get Inspired Project, an international podcast. Toni remains dedicated to empowering individuals through her innovative and passionate approach.


More information available at [mrcpa.org/events](https://mrcpa.org/events) or contact Nicole Pierce at (484) 655-4873 or [nicole.pierce@mrcpa.org](mailto: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](https://mrcpa.org/events)

\*Fees and times subject to change. Visit [mrcpa.org/events](https://mrcpa.org/events) for current details.