

Customer Experience Essentials

Delivering Excellence Program

May 7 - May 21, 2026

Every role has an impact, and every interaction matters. Unlock your team's potential to deliver consistent five-star service. MRC's comprehensive Customer Experience Essentials program helps team members at all levels recognize how their work directly influences the customer experience, whether they are serving external clients or supporting internal teams. Participants will strengthen their understanding of service principles, gain tools for engaging with both internal and external customers, and learn how to consistently deliver experiences that build trust, satisfaction, and loyalty.

Through real-world examples, interactive exercises, and best-in-class service models, this training shifts the focus from simply completing tasks to creating meaningful moments. Participants will define the "non-negotiables" of excellent service, learn how to respond effectively to challenges, and walk away with strategies to elevate their personal contribution to a strong, service-driven culture.

Course Highlights



- Mapping the Customer Experience
- Defining a Service Culture
- Identifying Customer Behavior Profiles
- Exceeding Expectations in Action
- Communication Effectiveness

Who Should Attend

This program is ideal for team members in roles that influence the customer experience, including those who interact with both internal and external customers. This may include those in Continuous Improvement, Project Management, Lean, and Engineering, as well as front-line service providers, customer service representatives, supervisors, and managers. Anyone within an organization who delivers service directly or supports the end user.

Instructor | Mitchell Roedema, Leadership Development and Training Strategy Manager

Mitchell leverages over six years of expertise to empower teams through dynamic, people-first learning programs focused on growth, leadership, and performance. With a knack for facilitation, instructional design, and project management, Mitchell crafts practical, scalable solutions—such as engaging onboarding experiences and impactful coaching tools—that make professional development relevant, inspiring, and accessible for both new hires and seasoned professionals.

Holding a Creating Leadership Development Programs certificate from the Association for Talent Development and credentials in Learning & Development and Human Resources from HRCI and Udemy, Mitchell bridges theory and practice to transform workplaces.

More information available at mrcpa.org/events or contact Nicole Pierce at nicole.pierce@mrcpa.org.
WEDnetPA eligible.



May 7 – May 21, 2026 (3 days)
May 7, 14, 21, 2026



8AM – 12 PM



\$1,150/person
\$1,050 before Apr. 9, 2026
Breakfast 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.