



IPA

Workbook

Great Customer Service

***Retaining Customers, Growing
Business & Improving Profits***

**Changing Roles &
Responsibilities**

**Customer &
Organizational
Applications**

Impact & Results

Great Customer Service

Customers want quick, immediate answers and competent supplier contact personnel they can trust. From these demanding customer dynamics, the customer service position has evolved to such impact and importance in the development and retention of customers that only in the development of new accounts is the position noticeably different from an account executive.

IPA and Chadwick Consulting have partnered to help graphic solutions providers create an effective Customer Service Department and high-performing customer service representatives. IPA's *Great Customer Service Webinar* series, led by Sid Chadwick, owner and president of Chadwick Consulting, focuses on how great customer service has an impact on the customer and production and administrative functions as well as the account executive's performance.

The material in this program requires senior leadership commitment, organizational awareness, and relentless follow-up—recognizing many small opportunities that lead to major opportunities and market trends are streaming through organizations, daily...unnoticed, unrecognized, and uncaptured.

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Chadwick Consulting
6285 Shallowford Road
Suite 150
P.O. Box 859
Lewisville, NC 27023
Phone: 336-945-0645

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