



If you are not committed to changing the way you conduct customer service, **STOP** reading now.

Great  
Customer  
Service  
=  
Business Growth

# Great Customer Service Educational Series

## **C**ustomers want quick, immediate answers from competent personnel they can trust.

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's **Great Customer Service Educational Series** focuses on how Great Customer Service impacts the customer, production, and the account executive's performance.

IPA and Chadwick Consulting present a multi-part educational series, specifically designed for the graphic communication industry, to demonstrate the culture and processes necessary to create an effective customer service department and high-performing customer service representatives. Learn to implement the kind of internal and external processes that result in record revenues that emanate from great customer service.

The series includes a 3-part webinar curriculum, in-depth instructional guide and individual telephone coaching by our CSR expert, Sid Chadwick.

**Both business managers and customer service representatives responsible for providing Great Customer Service should attend!**



Sid Chadwick

Opportunities are streaming through  
your organization daily — unnoticed,  
unrecognized, and uncaptured.

# Webinar Series | Instructional Handbook | Telephone Coaching

Below are examples of tools used by organizations committed to being customer driven. These are just two of the many tools you will receive when you register for the complete educational series.

## Customer Complaint Report

**CHADWICK CONSULTING, INC.**

Date of Complaint: \_\_\_\_\_

CUSTOMER COMPLAINT REPORT

Customer: \_\_\_\_\_

Customer Contact: \_\_\_\_\_

Servicing Account Executive: \_\_\_\_\_

Describe nature of complaint (what was heard, observed – created the complaint):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Recommended follow-up action needed, by when, and by whom (including possible written report to customer):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Has this type of incident been observed with other customers, and to what frequency, if yes.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature \_\_\_\_\_ Copies to: \_\_\_\_\_

\_\_\_\_\_

Note: This report should be written by any employee experiencing a customer complaint of any nature, and should be forwarded to the President within 24 hours or less of occurrence. The writer should expect feedback from the President within one week.

## Lost Opportunity Report

**CHADWICK CONSULTING, INC.**

LOST BUSINESS OPPORTUNITY REPORT

Customer/Supplier: \_\_\_\_\_ Date: \_\_\_\_\_

Describe the situation:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Estimated revenue missed – including expected future revenues missed:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Recommended remedial action (what needs to change)?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature \_\_\_\_\_ Copies to: \_\_\_\_\_

\_\_\_\_\_

Note: This document should be forwarded to the President within 24 hours of event's occurrence.

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*Great Customer Service requires senior leadership commitment, organizational awareness, and relentless follow-up.*

**REGISTER TODAY!**

Webinar series: Sept. 20, 27 and October 4  
Available on CD following the conclusion of the series

[www.ipa.org/csr](http://www.ipa.org/csr)

(800) 255-8141



**IPA**

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Graphic Solutions Providers