

## **FREE SEMINAR for standards of care in your organisation.**

Is the care good enough to retain your customers through these turbulent times?

What sort of impression does your organisation give from the initial contact and right through the life time of your customer?

We are not talking about sending out a Customer Care Survey although these can have their place. We are able to tailor-make a quality Customer Care programme to consistently exceed customers expectations whilst at the same time adapt the development programme to the individual needs of your business and the individual needs of your customers.

Matthew Chapman the Principal of West End Training (Birmingham) has been invited to talk on the subject of developing a Customer Care standard. This innovative speaker will outline the key considerations and offer guidance as to how to develop your organisation in order to produce consistent Customer Care, which focuses on retaining and growing your Customer base.

**Date:** Wednesday 18th March 2009

**Venue:** Aston Science Park, Birmingham. B7 4BB

**Cost:** Free of charge – thanks to our sponsors

**Series:** Seminars for Success

**Event:** Employer vs. Employee Relations

**Places are limited so Register now by going to:**

[Seminar for Success](#)

08.00 Breakfast and networking

08.45 **WELCOME**

Matthew Hilderley, Marketing & Sales Manager Aston Science Park

08.55 **SECTION 1 - EMPLOYMENT ISSUES**

Obi Okwuadigbo, Programmes Manager

- Recruiting Graduates
- X & Y Generation issues
- Motivating your staff

**SECTION 2 - EMPLOYMENT LAW**

09.10 Simon Gilmour, Partner, Shakespeare Putsman

- Update on Employment
- Key legal issues facing businesses

09.25 **NETWORKING BREAK**

09.50 **SECTION 3 - EMPLOYEE DEVELOPMENT**

Matthew Chapman, Principal, West End Training

- Developing a customer care standard

10.05 **SECTION 4 - EMPLOYMENT TAXES**

10.20 Summary, Q&A and closing remarks

10.45 Close