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“ This is my ninth year, and every time I wonder how you can possibly improve it. And then somehow, you do! ”

# Train the Trainer 2009

## Customer Service Management Seminar

August 12 - 14 | Charleston Place Hotel

“ I've been working in telecommunications for 13 years, and this is by far the best seminar I have ever attended. ”

charleston | south carolina



938 T Street NW  
Washington DC 20001



## agenda

### Industry Update

Tim Owens kicks it off with his annual take on the telecom industry: who's in, who's out, the changing business environment, new federal regulations, and the outlook for the next year.

### Customer Service in Tough Economic Times

Locate waste in your budget – where it's hiding and how to trim it. Learn to increase productivity and efficiency at no additional expense. Limited funds? Our customer service funding priorities will show where your money is best spent.

### Loyalty Programs

With telcos losing 6% of access lines annually, many are turning to loyalty programs and customer incentives to reduce churn. We'll show you what works and what doesn't and how to get the biggest bang for your buck.

### The CSR Dashboard

Highly underutilized, yet simple to develop, we'll provide a template customer service dashboard. CSRs simply click icons to check competitors' offers, quote prices, research regulations, receive training, and find answers to tech support questions.

### Get On the Bus! The Story of the Fearsome Foursome

A case study from OmniTel Communications in Nora Springs, Iowa. How four department managers joined forces to transform employee behavior and eliminate staff who weren't willing to "get on the bus."

### Be a Better Boss

A ten-point inspection of your roles, responsibilities and what your employees, supervisor, general manager and board expect of you.

### Innovations in Customer Service

Ten case studies from telcos that took risks on untested, unusual ideas and scored a home run.

### Emotional Intelligence

Much different than book smarts, emotional intelligence is the aptitude to communicate and interact with others. We've designed a test to help you screen for emotional intelligence. The supporting training materials will help you increase your team's emotional IQ for better customer service.

### Technology Update

Still moving at the speed of light, we'll demonstrate the latest technologies and provide a series of stat sheets for your team's ongoing reference. (Post them on your dashboard!)

### CSR as Tech Support

It's the same ten calls practically every time, and yet CSRs routinely transfer simple questions to tech support. We've inventoried the ten most frequently asked tech support questions and will provide clear, concise answers to prevent most escalations.

### Policies and Procedures Manual

A CSR handbook of protocols, dress codes, scripts, training requirements, behavior standards, performance levels, attitudes and more for you to take away and customize for your telco.

### About Charleston

This historic Southern town is a charmer. The cozy brick streets are lined with carefully restored Antebellum mansions, shaded by 100-year old magnolia trees. Everything's within walking distance from unique shops to lively dining to the old seaport. Extend your stay with a trip to the beach! Only 30 minutes way, Charleston is the gateway to some of the most beautiful beaches on the east coast.

## schedule

### Wednesday, August 12

5:30 – 7:00 p.m. Welcome Reception

### Thursday, August 13

7:30 – 8:30 a.m. Continental Breakfast & Registration

8:30 – 4:00 p.m. Sessions

5:00 – 6:30 p.m. Networking Reception

### Friday, August 14

7:30 – 8:30 a.m. Continental Breakfast

8:30 – 3:30 p.m. Sessions

**location** | Charleston Place Hotel. See our website for housing information.

## The only customer service management seminar for independent telcos!

For managers and supervisors of customer service operations. Also ideal for marketing directors, lead CSRs, outside sales reps and anyone with customer contact responsibilities. Join the network! Over the past ten years, our attendees (90% repeat) have formed close bonds and a professional peer group. They communicate year-round – sharing ideas and educating each other.

**\$595 per person. Complete details and registration on-line at [www.cronincom.net](http://www.cronincom.net)**

Or contact Tim Owens at 202-232-1107 or [towens@cronincom.net](mailto:towens@cronincom.net)



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