



# CUSTOMER SERVICE SERIES (CSS)

FOR SERVICE  
Nancy Bandy



**Mechanical Contractors Association of America, Inc.**  
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## Customer Service Series (CSS) Seminars

These NEI seminars are designed for service professionals to enhance their service skills and create a culture of service starting at the top, with emphasis on customer loyalty and managing their most valuable assets.

### CSS 100: 8 hours

#### Service Skills for the Service Professional

Quality customer service is a key component of what sets companies apart from their competition. Everyone in the company must be a customer service expert. Whether your customers are internal or external, every interaction affects the overall success of the organization. This program defines service standards for everyone in the organization, including those individuals who are on the frontline and those in the office. At the end of this program, participants will be able to:

- Analyze current service delivery process to identify gaps that may cause service failures.
- Gain a greater appreciation for all job functions within a company to create greater team synergy and a better customer service experience.
- Maintain great customer relations by using proven techniques to handle challenging and demanding situations.

### CSS 101: 8 hours

#### Creating a Culture of Service Starting at the Top

Despite the best intentions and efforts of companies to provide high-quality customer service, study after study shows that consumers do not feel they receive satisfactory levels of customer service from their providers. The customer service process must be understood and utilized by every employee and vendor associated with your company. That will only happen when there is a clear roadmap for everyone to follow. Creating a Culture of Service takes participants through a

step-by-step process for describing their company culture and building service alliance around it. At the end of this program, participants will be able to:

- Benchmark their company's service standards against those successful organizations that have established themselves as customer-driven companies.
- Identify and correct deficiencies in their service delivery processes.
- Use various strategies and techniques for measuring the customer's satisfaction level with the services provided.

### CSS 102: 4 hours

#### Customer Loyalty: Managing Your Most Valuable Asset

One of the greatest challenges facing today's managers and executives is how to build loyalty and reduce customer turnover. As the industry has become more and more competitive, customers seem to have less loyalty to their current provider and base their purchase decisions more on cutthroat pricing than past performance. At the end of this program, participants will be able to:

- Identify the three elements that form the foundation of customer loyalty.
- Determine the financial impact of customer satisfaction and dissatisfaction.
- Implement new strategies for enhancing customer loyalty and positively impacting the bottom line.



#### About the Instructor:

**Nancy Bandy** is Managing Director of TRANSITIONS Consulting Group LLC. She draws on many years of experience in training and management consulting to develop and deliver highly effective custom training programs using proven experiential learning methods. Nancy is well known among MSCA members and has been responsible for developing and delivering many of the MSCA courses, webinars and other resources highly popular with MSCA members. Before starting her own company, Nancy's previous experience included executive positions with Coldwell Banker, Koll Real Estate Services, CB Richard Ellis and Strategic HR Services. Nancy received her bachelor's degree in Business Education and Administrative Services from Northern Illinois University and her MA in Management from Webster University.

#### Contact Information:

Contact Nancy at **949-458-9464** or [nbandy@transitions.com](mailto:nbandy@transitions.com).

#### About the National Education Initiative (NEI):

MCAA will bring lifelong learning directly to you! The National Education Initiative seminars are our best MCAA/MSCA programs—brought to your local association or even your company. Our goal is to provide ongoing and advanced education and training in support of individual and association growth across the mechanical contracting industry. We offer standard and custom-designed classes exclusively for your association or company's unique needs and challenges. If you need training quickly or have a large group, we are here to help!

#### For more information or to schedule a course:

Contact **Barb Dolim** at **301-990-2210** or [bdolim@mcaa.org](mailto:bdolim@mcaa.org).