

➤ EIGHT REASONS TO CELEBRATE SERVICE EXCELLENCE



*New Service Excellence Organization Logo*

Congratulations to the **Comfort Inn Hotel Brockville, ACCES Employment, Batchewana First Nations, National Capital Region YMCA-YWCA Job Connect, Dryden Pool and Fitness Centre, Homestyle Candle Company, Northern Community Development Services and Niagara Employment Help Centre**, all of which achieved the Service Excellence Organization (SEO) designation in 2009! These eight organizations now belong to an esteemed group of companies recognized for their commitment to providing every customer with the highest standards of service.

Customer service excellence is a vital component of any business - research consistently shows that over 65% of customers don't return to a business because of the service they experienced. In fact, even though product and technology advancements in recent years have reduced levels of personal service interaction, service still remains the number one factor in customer retention.

*"You'll never have a product or price advantage again. They can be easily duplicated, but a strong customer service culture can't be copied".*  
**- Jerry Fritz, Customer Service Professional**

When it comes to building a world class service organization, it can be difficult to know where to begin. That's where OTEC's Customer Service Training program comes in. It helps your business establish clear goals for customer service excellence and engages employees in taking constructive, tangible steps to achieving them in their every day job performance.

Training is the number one strategy for improving service, and it's an investment that pays off both in customer and employee retention. When Senior Management makes the choice to create a service culture, a commitment to ensure employees at all levels of the organization are well trained to provide consistent, superior service is the key to success – just ask any of our eight new Service Excellence Organizations!

Working toward OTEC's Service Excellence Organization designation helps bring employees together with an initiative that not only improves service, but enhances job satisfaction and employee productivity. Your business will achieve the Service Excellence Organization designation when 100% of management and 75% of permanent, front-line employees have successfully completed the program.

In the words of Jerry Gregoire, CIO, Dell Computers, "The customer experience is the next competitive battleground". Ensure your business is ready to compete and WIN with OTEC's Customer Service Training program!

For more information, please contact **Wendy Paradis**, OTEC's Vice President Client Services at [wparadis@otec.org](mailto:wparadis@otec.org) or 416-622-1975 ext. 212 or click on the links below:

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