

Why do Customers Quit?

3% move away

5% develop other friendships

9% leave for competitive reasons

14% are dissatisfied with the product

68%

quit because of an attitude of indifference toward the customer by an owner, manager, or employee



The goal of the PRIDE workshop is to reduce this 68% statistic for your business.



Great for young entrepreneurs too!

Contact Information

If you would like to offer the PRIDE Customer Service training to your employees or group contact your

County Extension Office



The Oklahoma **PRIDE** Program



A Customer Service Workshop:

Producing
Resourceful
Informed
Devoted
Employees

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PRIDE

Who Should Attend?

Every employee, whether they are on the front line or greeting the “back-door” guests, will benefit from the training! This program helps to identify everyone you do business with, either by phone or face to face. Bet you’ll be surprised who you identify as your guests or customers!

Is there a cost?

The cost for each participant is \$5 per person and covers the class plus take home materials and a PRIDE lapel pin.

Where are workshops held?

Workshops can be held at the place of employment or business or any place where participants can gather in a comfortable learning environment.

What does the curriculum cover?

The PRIDE training focuses on several important topics but some of the most popular include the circle of service, moments of truth, and the hospitality habits necessary for successful customer service..

Other Workshops Available:

- Telephone Etiquette (1 hr)
- Dealing with Difficult Customers (1.5 hr)
- Generations in the Workplace (2 hrs)

Producing Resourceful Informed Devoted Employees



When good hospitality and quality customer service spreads through our community everybody wins! Tourists and visitors to our area are important to our economy. If tourists and guests have a good experience while visiting, they tell others and the circle begins. Dollars are spent, taxes are recovered, and the quality of life for our families and communities are enriched.

Do you and your employees offer quality customer service? What sets you and your business apart from others? Do you understand who your customers are and what they need? The Oklahoma PRIDE program teaches front-line employees quality customer service techniques and helps them become familiar with highlights and tourist attractions in your area.

The entire workshop is two to three hours in length and is presented by Extension Educators who are trained to deliver the PRIDE series.

Customer Service Thoughts:

- You never get a second chance to make a good first impression.
- It takes months to find a customer and seconds to lose one.
- Satisfied customers multiply and come back.
- To the customer the front line employee IS the company.
- Creating and keeping customers is the single most important goal of any employee.
- No matter what your business customers buy only two things: good feelings and solutions to problems.

