

College Customer Service:

Embracing the Service Philosophy in the Campus Environment

Professional Development Day for Faculty and Staff
Tuesday, November 12, 2013
UC Ballroom, 8:15-11:45 am

This important program is based on Andy Masters' 2011 award-winning book "*Kiss Your Customer*," and illustrates how to apply proven customer service principles at all levels of staff, faculty, and administration—serving both internal and external customers of the university. Andy illustrates these principles by applying each directly to the campus environment. He has a unique and entertaining "story-telling with a point" philosophy, and shares success stories from colleges across the country that have embraced this approach.



Examples of program concepts include:

- Embracing the Customer Service Philosophy
- Overcoming the 'That's Not My Job' Trap
- Customer Ownership
- Little Things Mean a Lot
- Under-Promise and Over-Deliver
- Customer Service Through Teamwork
- Humor in the Workplace
- Avoiding Dissatisfaction

Register online by October 28th at umbc.edu/training

Spaces are limited and pre-registration is required.

Detailed program information available at www.umbc.edu/hr

"Andy is the most energized speaker I've heard in years! The subject that he presented was not only informational and something we could use immediately, but it was presented in a way that held our attention and interest for hours."

"Andy Masters' presentation was engaging and his message DYNAMIC! Andy was not only humorous, but insightful and upbeat. His appearance was an event that will be remembered by all in attendance and a message they will carry forward both personally and professionally."

Andy Masters is an award-winning author and international speaker who has presented hundreds of programs for colleges, universities, and educational conferences across North America. He has written 5 books—including his award-winning book "*Kiss Your Customer*." Andy holds an M.A. in Human Resources Development and an M.A. in Marketing from Webster University in Missouri. Andy has also recently been featured on the LifeTime Television network, Investor's Business Daily, and Sales & Service Excellence magazine just to name a few.

For more information, please visit:
www.andy-masters.com (Click on Education).



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