

The Rochester Area Chambers of Commerce present

Designing the Perfect Customer Experience

Featuring nationally recognized speaker & author Gregg Lederman.



Tuesday, September 27th, 2011

7:30-8:30am—Networking

8:30-10:30am—Seminar

(includes continental breakfast)

Doubletree Hotel (1111 Jefferson Road)

Every customer (internal or external) goes through a series of typical touchpoints with your company. At each touchpoint, customers interact with your people, products, and/or services in ways that lead them to have a good, bad, or indifferent experience. The best way to ensure more valuable and profitable customer relationships is to thoughtfully design the experience, train employees on how to do it, and ensure accountability throughout your company. In this workshop you and your team will not only design the experience, but also begin the steps to successful implementation.

\$45/person for Members

\$65/person for Non-Members

Bring a Colleague Group Discount (more than 1 person):

\$35/person for Members

\$50/person for Non-Members

Please fax, email or mail this registration to the Rochester Business Alliance by September 23rd, 2011. You may also register online for this under "Events" at www.RochesterBusinessAlliance.com Cancellations must be received in writing by Sept. 20. After Sept. 20, cancellations and no-shows will be billed at the full cost. Substitutions may be made at any time.

Company _____

Billing Address _____

Phone Number _____ Chamber/Org. Affiliation _____

Names of Attendees _____

Email Addresses of Attendees: _____

Check Number _____ Credit Card # (MC/Visa) _____

Exp. Date _____ Sec. Code _____ Signature _____

ROCHESTER BUSINESS ALLIANCE

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PLEASE REGISTER NO LATER THAN SEPTEMBER 23, 2011

