



A series of theoretical and practical sessions on various subjects pertaining customer service:

- ✓ Empowerment and focus from a different perspective
- ✓ Creative thinking and limit-breaching solutions
- ✓ Developing service packages specifically designed for each target audience
- ✓ Changing the attitude towards customer complaints on organizational culture level
- ✓ Training personnel in touch with customers in winner service
- ✓ Creative thinking and break through solutions
- ✓ Implementing corrective actions into company procedures

From “retaining” existing customers to loyal customers who are tyour best advertizers.



**Maof Dvora**  
Consulting, lectures &  
marketing services

**Vera Kofyan**, Certified QA engineer; B.Sc. in Aerospace, Technion graduate; certified Life Coach; with many years of experience in different industries QA Engineer; teaching QA Engineering since 1996. Conducting lectures and seminars at organizations and plants in the North of the country in various industries since 2009.

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# TURNING YOUR SATISFIED CUSTOMERS INTO YOUR BEST ADVERTIZERS

Let's talk about customers.

You tirelessly invest lots of resources into new customer acquisition, but your existing customers are leaving you almost as fast. You are doing all that is done in your industry, your product/service is excellent... so why do they leave?

You set up a phone answering service to deal with all the communications, whose sole job is to placate the customers - so why are they angry? You feel no matter the effort you make, there's just no pleasing the customers...



The good news is that you can learn to work in a way that customers not only would not leave; not only would want to return and purchase from you (loyal customers), but become your best advertizers, recommending you to their friends, bringing you more customers.

When a company offers its various customers solutions, tailored specifically for them, instead of deciding what they would like; when every worker in contact with customers is specially trained to understand them and his unique needs, and qualified to offer creative solutions - the customers appreciate it and chose you. The need for advertizing drops and profits rise sharply.

- ✓ A series of sessions on fascinating subjects, conducted by Vera Kofyan, certified QA engineer, lecturer and a professional with years of experience in various industries and in teaching, coaching and empowerment
- ✓ Understanding the customer, his needs and expectations; creating loyal customers; creative and inventive thinking; designing a unique product/service per target audience; monitoring customer satisfaction; etc...
- ✓ Small groups, encouraging active engagement
- ✓ Relaxed and intimate atmosphere
- ✓ Intended for: customer service people; all who deals with the customer; mid-management

Let's get your company to another level. Get in touch today to set up a non-binding meeting.



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