



World Class Customer Service: The Inside Story

Objectives	When it comes to customer service, Nordstrom is the retail giant that has set the standard against which all other companies are compared. This session provides a candid and behind-the-scenes look at how Nordstrom does it and proposes how healthcare providers can apply the retail legend's example of world class customer service.
Overview (outline)	<ul style="list-style-type: none">➤ Learn about the Nordstrom culture and philosophy and how it provides the foundation for a strong customer service approach➤ Identify how empowering employees can make a difference in their daily demonstration of service excellence➤ Overview keys to successful customer relationships
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