



BUILDING CUSTOMER LOYALTY

Johnny the Bagger

A True Story of Customer Service

About the Program:

VisionPoint's *Johnny the Bagger: A True Story of Customer Service*, celebrates the incomparable power of customer service delivered from the heart. Based on the work of noted author and speaker, Barbara Glanz, this inspiring new program features the true story of "Johnny," a young man with Down syndrome who made a positive choice about his personal responsibility to provide from-the-heart service and changed the culture of an entire organization.

For Johnny, all business is personal. He intuitively knows it's not the company that customers have a relationship with—it's the individual employees with whom they come in contact. Recognizing that all customer service is person-to-person, Johnny puts his heart into every moment of it.

Johnny the Bagger will help motivate your employees to take personal responsibility for creating a positive, memorable experience for internal or external customers; the kind of experience needed to generate customer loyalty, improve employee retention and strengthen team morale.

Learning Point Highlights:

- Explains why truly extraordinary service must come from the heart (i.e., from person-to-person connections, not business-to-person connections)
- Outlines the key mindsets and daily actions that are necessary to deliver exceptional, memorable customer service
- Equips participants to add their own "personal signature" to their work to surprise and delight customers

Target Audience: All Employees

Course Length: 90 minutes

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