

The Customer of the Future

Composit Communications Spring 2001 Seminar Series

April 11, 2001

Atlanta, GA
Wyndham Atlanta

April 12, 2001

Washington, DC
Wyndham City Center

April 18, 2001

Dallas, TX
Wyndham Anatole Hotel

April 19, 2001

Orlando, FL
Wyndham Orlando Resort



COMPOSIT
COMMUNICATIONS INTERNATIONAL

Presented by
Composit Communications USA
1.800.729.2999
www.composit.net



Don't miss this **FREE** event
in your area!

The Customer of the Future



More than 80 percent of customers who defect from your company are actually satisfied! The landscape of customer service is changing more rapidly and dynamically than ever before. Learn how to create profitable, lifetime relationships with customers, even as they become more educated, more critical and more demanding. Hear practical, real-life examples of companies that have transformed their organizations to not just meet the needs of the customer of the future, but to exceed them!



Schedule

- 8:30 a.m. — Registration & Continental Breakfast
- 9:00 a.m. – 10:15 a.m. — **"The Customer of the Future,"** Presented by Cindy Solomon
- 10:15 a.m. – 10:35 a.m. — Break & Networking
- 10:35 a.m. – 11:30 a.m. — Program Resumes
- 11:30 a.m. — Adjourn

About the speaker

Cindy Solomon is a public speaker, writer and consultant in the fields of customer service, customer loyalty and leadership. Her work with Fortune 500 companies, including AT&T, Polaroid, Perrier and Kraft General Foods, has helped them build long-term, profitable relationships with their customers and their employees. As a result of her strategic work with companies of all sizes, Solomon has become a leading expert in creating true customer-driven corporate cultures.

Solomon's research, articles and books on customer loyalty, customer service and leadership have been recognized by her colleagues in the loyalty field. Her results-oriented view of the future of strategic customer service relies on creating a mutually beneficial relationship between consumers, a company and its employees to ensure success.



Don't miss this exciting educational opportunity...REGISTER TODAY!

Who should attend

- Anyone interested in improving customer loyalty and retention
- customer contact professionals
 - call center managers & supervisors
 - relationship managers & supervisors
 - help-desk managers & supervisors
 - corporate executives
 - telecom managers
 - CEOs, CIOs & CTOs

Why you should attend

Cindy's lively, real-world examples will illustrate how you can:

- make every customer interaction a positive one!
- evaluate your current technology as it relates to your customers!
- use people and technology as your competitive advantage!
- build loyal — not just satisfied — customer relationships!
- better identify the 2 percent of customers who love you, the 2 percent categorized as "serial killers" and the remaining 96 percent who are satisfied but will still quietly walk away from you.

What others are saying about Cindy Solomon and "The Customer of the Future"

"Excellent speaker! Very funny and really showed how important our evolution into a customer-focused company is!"

— E. Storm, Nichols Institute

"Fantastic session! Excellent speaker! I feel much more focused on the customer of the future!"

— P. DeSont, Cross Country Home Services

"Excellent speaker! (The program) made me take another look at how I react with my customers."

— K. Berger, UPS

"The best speaker/facilitator I ever worked with!"

— M. Barker, Vectra Bank

For more information, call Composit Communications USA toll-free at 1.800.789.2999, or email us at sales_USA@composit.net.

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To register, call 1.800.789.2999 and select Option 1. Or, send this card by mail or fax back to 1.770.729.6830.

First name: _____ Last name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ ZIP code: _____

Telephone: _____ FAX: _____

E-mail address: _____

URL: _____

What is your industry? _____

Do you have a call center? Yes No

How many call centers do you have within your organization? _____

Number of agents: 1-25 25-75 75-150 150-500 500+

Type of call center: Inbound Outbound Blended

Do you presently have a CRM initiative under way? _____

Please register me for the following FREE seminar in my area:

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I can't make one of these dates, but please let me know about future seminar opportunities!



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