

11-28-1994

11/28/1994 - Distance Learning Workshop on Customer Service.pdf

University Marketing and Communications

Follow this and additional works at: http://thekeep.eiu.edu/press_releases_1994

Recommended Citation

University Marketing and Communications, "11/28/1994 - Distance Learning Workshop on Customer Service.pdf" (1994). 1994.
591.

http://thekeep.eiu.edu/press_releases_1994/591

This Article is brought to you for free and open access by the Press Releases at The Keep. It has been accepted for inclusion in 1994 by an authorized administrator of The Keep. For more information, please contact tabruns@eiu.edu.

94-325

November 28, 1994

FOR IMMEDIATE RELEASE:

DISTANCE LEARNING WORKSHOP ON CUSTOMER SERVICE

CHARLESTON -- "Customer Service: The Good, the Bad and the Ugly," a two-hour distance learning workshop, will be offered at three sites in December by Eastern Illinois University and the Business Development Center.

The workshop, from 2 to 4 p.m. Wednesday, Dec. 7, will originate from EIU's distance learning lab in Coleman Hall and will be delivered through fiber optics technology to distance learning labs at Effingham and Mattoon high schools. The instructor is EIU assistant professor of management/marketing Jane Wayland.

Managers are encouraged to invite their associates to this workshop, which will help all participants keep a winning attitude during these last few weeks of holiday business.

Topics will include important information about customers, tips for giving excellent customer service, recognizing complaints as opportunities, setting a standard of excellence for customer service and developing a business action plan.

The cost for the workshop is \$15. Individuals should specify which location they request when registering. Early registration is encouraged since seating is limited.

To register or for more information, call EIU's Business Development Center at (217) 581-2913.