

if only you could
have a do-over

A CUSTOMER SERVICE CASE STUDY

LEARNING OBJECTIVES

for participants

1. Understand the value of “doing the right thing” when it comes to customer service.
2. Recognize the vast resources available to customers, especially when motivated by the right set of circumstances.
3. Appreciate both the positive and negative impact just one employee can have on just one customer.
4. Describe the role customer service plays in the positive outcomes of customer experiences.

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COURSE OVERVIEW

How many times have you walked away from a situation wishing you could have a do-over? Well, I’m betting, let’s say . . . oh . . . 150 million dollars, that United Airlines would like to have a do-over after their run-in with Dave Carroll and his band. Never has the customer service mantra, “do the right thing,” meant more than it will after you hear Dave Carroll’s story.

This session will use a case study approach to look at the impact customer service providers have on customers and the businesses they represent, as well as the ability of customers to impact the reputation and finances of a business. If you’ve ever thought to yourself, “Oops, oh well, no big deal, nobody will know, and nothing will REALLY happen,” you may just think differently after this session!



Course duration: one hour

This course is P.A.C.E.[®] eligible.