



GEORGIA CHAMBER

DIGITAL EDUCATION
Webinar Series 2017



The Greater Macon Chamber of Commerce has partnered with the Georgia Chamber to host a bimonthly webinar series focused on topics that are timely and relevant to Georgia businesses.

These one hour virtual sessions, presented by a variety of subject matter experts, are designed to provide small businesses with tangible tools and timely information to grow their businesses.

Lessons in Customer Service from Chick-fil-A

Tuesday, March 21 | 9:00 - 10:00 AM

\$35 Members (Free for the first 5 members who register)

\$75 Non-Members

*****You do not have to attend at the stated time, but YOU MUST PRE-REGISTER for the access code!*****

\$6.7 billion in sales and 18% year-over-year growth in 2016 shows that Chick-fil-A has a leg up on the competition- and not just because of their signature chicken sandwiches. Consistently taking top honors in industry customer service benchmarking, Chick-fil-A's triumph is certainly tied to their unwavering focus on the guest experience.

Join Chick-fil-A Hospitality Strategy Leader, Katie Stanford, for a deep dive into how top-notch customer service and hospitality has led to Chick-fil-A's success and how you can apply these lessons to your own business. We'll look at Chick-fil-A as a case study, review the historical guiding principles and standards set by the Cathy Family, and learn how the distinctive "second mile service" philosophy is applied today. Attendees will explore techniques and tools for applying customer service standards to all aspects of their business, regardless of size or industry, covering concepts such as:

- Creating Culture
- Selection & Training
- Execution of the Timeless Basics and the Above & Beyond Opportunities
- Measurement

Don't miss this opportunity to learn directly from a company whose investment in customer service has revolutionized an industry.

To register, contact Renita Patterson at 478-621-2013 or rpatterson@maconchamber.com