



## California Medical Group Management Association

- presents -

# Memorable Customer Service

On Friday, March 29<sup>th</sup>, at 3:15pm  
at the DoubleTree by Hilton, Palm Springs, CA

The Ladies and Gentlemen of The Ritz-Carlton take service excellence to the highest levels every day. You must have your “Radar On-Antenna Up” and stay in the moment to extend personal service. This program shows you The Ritz Carlton method for fulfilling not only the expressed but also the unexpressed wishes and needs of your customers. You will be introduced to the skills needed for authentic customer engagement. You will learn about the importance of personalized experiences that will surprise and delight your customers and can impact your bottom line.

This course will show you how memorable customer service can generate word-of mouth and help you stand out from your competition.

You will be introduced to The Ritz-Carlton service model for:

- Providing anticipatory service that creates passionate advocates of your brand
- Crafting unique, memorable and personal experiences that prevent your customers from feeling like they are simply another transaction
- Developing a written service strategy to ensure consistency and cultivate loyalty
- Avoiding embarrassing loss of sales and missed opportunities by ensuring your employees are not on auto-pilot

For more information or questions,  
contact CAMGMA  
at [staff@camgma.com](mailto:staff@camgma.com) or 833.252.0300