



Special Customer Relations Broadcast Learn Two Models of CRM

Hook, Line & Sinker: FISHing for Exceptional Customer Relations

September 14, 2004

8:30-9:30 a.m. MST / 9:30 a.m.-10:30 a.m. CST / 10:30-11:30 a.m. EST

Moderators:

Bonnie McElearney, Atoms Energy

Yolanda Santiago-White, Municipal Gas Authority of Georgia

Featured Guests:

Dave Good, Atmos Energy

Keith Palmer, Alliance Pipeline-Calgary

Price Pritchett, President, Pritchett

*This program will highlight two dynamic customer service strategies: **FISH** (Modeled at the great Pike Place Fish Market in Seattle, WA) and **SERVICE EXCELLENCE** (a powerful two-step strategy for winning and keeping customers) from Pritchett & Associates.*

Learn

- Why these two strategies show you how excellence is much easier than mediocrity
- How to turn customer complaints to your advantage
- How to take care of yourself by taking care of your customers

To register for this live broadcast contact:

Nadine Fred, CTN

972-620-4017

nfred@ctn-energy.org