

Customer Service 2016

2 mini workshops in 1
featuring **Dignity Health**
& **Starbucks**

October 6, 2016



Join two great companies for a morning of customer service sharing and insight. Gain useful tips from local Starbucks managers on how to create a positive customer experience. Learn how a major kindness campaign creates a positive work environment and more for Dignity Health.



7:25am: Check-in
7:30am: Awards and
Continental Breakfast

8:15am & 8:50am:
Mini Workshops



Thursday, October 6

Tehama County Dept. of Education
1135 Lincoln Street, Red Bluff

Cost: General Public: \$20 per person
TCEAC Members—No Cost
RSVP: Tehamacountyec@gmail.com



CS 2016

2 Mini Workshops in 1



The Starbucks Customer Service Experience

Featuring Starbucks Leaders **Rachelle Marfill** and **Kelcie Wilson**

- Understanding the difference between buying a cup of coffee and experiencing a cup of coffee.
- Why Starbucks strives for happy employees.
- Tips for creating your own customer experience.

Seattle-based coffee house company Starbucks now has over 24,000 retail stores worldwide and is famous for their customer experience.



Hello Humankindness!

Featuring **Kate Grissom**, Director of Marketing | Communications
Dignity Health North State

Learn about the brand experience created through the Hello humankindness campaign

- The birth of **Hello humankindness!**
- Logo versus Brand
- Being Authentic

Dignity Health is made up of more than 60,000 caregivers and staff who deliver excellent care to diverse communities in 21 states. Headquartered in San Francisco, Dignity Health is the fifth largest health system in the nation and the largest hospital provider in California.

National Customer Service Week: October 3-7, 2016

The first full week of October is National Customer Service Week, a great time to celebrate great service! Thirteen years ago, the Job Training Center decided to annually showcase the best service providers in Tehama County and provide customer service workshops. The Tehama County Employer Advisory Council has since partnered with the Job Training Center to make their October meeting all about the art of customer service. We encourage businesses to join us in celebrating their service and their customers!

