



Fostering Fervent Fans in LTC

Accelerating Your Customer Service

One Day Seminar

Meeting the expectations of customers relative to care and services for seniors has always been important in long term care. However, in this age of information, the demands on homes can be extreme, as everyone wants the best of everything, based upon feedback from varied and diverse sectors. Recent changes in how long term care is assessed further accentuate the need for outstanding customer service, in the face of these seemingly impossible demands.

The customers are represented by clients, residents, family, the community, governing bodies – and even employees. Rather than trying to reduce contact with this diverse and potentially volatile customer base, it is essential that homes and organizations are proactive in reaching out to connect with all of their customers. The objective is to not just meet the customers’ expectations, but to exceed them - to turn them from potential fanatics to fervent fans.

This session provides leaders within the home with tools and techniques to inspire a “fervent fan” base – clients, residents and families who are enthused about what you provide and do for them, outside reviewers who extol your approaches, and employees who feel proud to be a part of your home and your home’s success. Examples of customer service approaches that foster fervent fans are drawn from best practices in long term care, and beyond, with a view to applications that work in your home or organization. Participants will also be encouraged to share their personal positive customer service experiences.

TRAINING DAY SCHEDULE

WINTER 2010	
Date	Location
March 12, 2010	Silver Meridian 1621 McEwen Dr., Whitby, ON Tel. 905-433-0040 Directions

Time	Program Details
8:00 – 8:30 AM	Registration & Refreshments. Please check the hotel directory for exact location of the session
8:30 AM – 4:00 PM	Session includes two refreshment breaks. Certificate of attendance issued.
11:45 AM – 1:00 PM	Lunch is on your own. Why not take advantage of this networking opportunity to invite another participant(s) to dine with you.
FEE SCHEDULE	
1 – 2 people	\$200.00 plus 5% GST \$210.00 each
5 or more people	\$175.00 plus 5% GST \$183.75 each

* Registrant names must be submitted at one time to qualify for home(s) discounts.

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WINTER 2010 - Registration

4 WAYS TO REGISTER

By Phone: 905-433-0040 **By Fax:** 905-433-0051 **By Email:** kritchie@silver-meridian.com
By Mail: Silver Meridian, 1621 McEwen Dr., Suite 28, Whitby, ON L1N 9A5

If registering within 10 days of the start of the program, please phone to confirm seat(s).

Name(s) (Please Print)	Home	Position	Seminar Location

Organization : (if applicable) _____

Registrant names must be submitted at one time to qualify for home(s) discounts.

Address: _____

City: _____ Prov. _____ P.C. _____

Contact Name: _____

Telephone: _____

Fax: _____

Email: _____

of Participants: _____ @ \$ _____ ea.

Total \$ _____

Signature: _____

Authorized to sign on behalf of self or home

_____ Home name (Please Print)

PAYMENT: Please make cheque or money order payable to **Silver Meridian**
COMMERCIAL MEMBER OF:

