

## Free webinar on customer service excellence

A free webinar on customer service excellence will be broadcast on 25 March 2014 from 7pm to 8.30pm (CAT).



Businesses are currently getting to grips with a new age which has been termed 'the Age of the Customer'. With massive Internet growth, social media and an understanding of customer service that is driven by the customers, the playing field has shifted. Businesses very quickly have to get to grips with how these changes affect how they engage with their customers and what their customer service offering is.

"A streamlined and effective customer service offering has always been important, but never more so than now," says Johann Koegelenberg from Adapt To Change, the host of the webinar.

"Customers are the ones deciding how, when and on what platforms they want their service and businesses have to learn to navigate this. In an increasingly competitive world, it could mean the difference between business success and failure."

Participants can register [here](#). For more information on the webinar, contact [Info@AdaptToChange.co.za](mailto:Info@AdaptToChange.co.za)

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