



MAPCS

Massachusetts Association of
Private Career Schools

Customer Service Workshop

Gould Construction Institute, Burlington, MA
March 6, 2008 • 8:00 AM - 1:00 PM

Why Attend?

- Learn how to use customer service to improve retention, enrollment and EBITA.
- Understand how customer service in academia differs from customer service in other settings.
- Learn techniques that improve students' first contact with their institutions.
- Find ways to create a campus culture that makes students feel welcome.
- Receive tips on communicating the importance of customer service to the rest of your campus.
- Enjoy a fun but informative seminar that includes resources for further reading and study.
- Obtain some surefire customer service techniques you can implement tomorrow to increase retention and enrollment.
- Receive a professional development certificate for the four-hour program.

Please make check payable to MAPCS and return to:

MAPCS

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North Attleboro, MA 02763
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Why Students Leave a School and What You Can Do About it Tomorrow

Presented by Neal Raisman, AcademicMAPS

If an institution doesn't have good customer service, the institution's going to lose students. For example, if prospective students try to get a question about financial aid answered but their calls aren't returned or they get stuck in red tape, they're likely to enroll somewhere else. If current students get a sense that the staff and faculty in their major department don't care about them, they're likely to transfer to another school.

This program will help you understand that academic customer service is key to increasing retention—which is key to improved population, revenue, and morale for students and employees. And what you, your staff and your faculty can do about it starting tomorrow.

About Neal Raisman

Dr. Raisman is the leading authority and consultant on customer service in higher education. Dr. Raisman's number one selling book *Embrace the Oxymoron: Customer Service in Higher Education* has been purchased by 52% of all colleges in the US.

Neal is a highly sought after speaker, trainer, customer service auditor, researcher, marketer and general maven on customer service. His firm, AcademicMAPS, is the leading customer service consulting group in the country for retention, enrollment, morale and marketing for higher education and businesses that work with colleges. Their technological solutions include the award and enrollment winning Leadwise personalization system plus web re-designs and analysis.

He has a PhD from the University of Massachusetts in Amherst in neurolinguistics; was a Fulbright Fellow in France; has published three books and over 80 articles plus the blog www.academicmaps.blogspot.com; won numerous academic and marketing awards and accolades.

Fees: Members - \$75 • Non Members - \$125

After February 29th, add \$10.00. Refunds will be made up to February 29th.

School _____

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