

BREAKFAST KEYNOTE

Building a Culture of Excellence Through Customer Service

Monday 8:30 - 9:45 am
Salon B 0.1 CEU's

Presented By:

NEELAY BHATT

Vice President, *PROS Consulting, Inc.*



In today's **SOCIALLY WIRED** and **HYPERCOMPETITIVE** market, customer experience is paramount to an agency's success. When it comes to operating an agency, everyone emphasizes the importance of customer service; yet, most do a poor or inconsistent job of helping their customers.

UNLOCK THE SECRETS TO BUILDING A CULTURE FOCUSED ON EXCELLENT CUSTOMER SERVICE!

Come see for yourself the impact that poor customer service can have on an agency and learn how to build an organization that your customers and community would want to associate with.

Park systems are beginning to fall behind the curve in terms of **BUILDING A SUSTAINABLE CULTURE** that is driven by a strong focus on the customer. Many organizations lack the know-how or, worse still, don't have full buy-in from their staff in instituting change in all that they wish to do. This session will provide examples and strategies for making customer service an integral and lasting part of your organization's culture, **SETTING YOU AHEAD OF THE COMPETITION!** Learn how to build a customer service plan around the community they are servicing, and utilize strategies to be able to prioritize customer service in their own organization.

Neelay's speaking career, which spans five continents, includes working with Disney, The Super Bowl, and The Olympics, as well as several years of consulting, public speaking, and training.

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In reference to his experience as a TEDx speaker, TED Conferences, LLC describes him as a business and communications visionary. While serving as the Vice President and Principal at PROS Consulting Inc., he has led over 130 strategic and master planning, sports facility development, customer service and leadership training, and marketing and branding projects for agencies ranging from Los Angeles County to the Chicago Park District. These projects have recommended facility development and infrastructure improvements totaling over \$2 billion USD and are helping to shape a better vision for parks, recreation, and sports all over the world. His service on the National Recreation and Park Association's Board of Directors is committed to ensuring that "no child is left indoors".


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