

Title:

The Magic Begins With You

Overview:

During this presentation you will learn how to develop a service architecture at your organization that will allow your employees to consistently deliver an uplifting experience.

Hear some real world examples of how a service promise can act as a pledge to your donors and a purpose for your employees.

We will also talk about how the development of service standards can act as the operational criteria that ensure the consistent delivery of your service promise.

Venue:

South Central Association of Blood Banks, 2010
Florida Association of Blood Banks, 2010

Presenters:

Allyson Mabry
Own It! Program Manager
Blood Center of Central Texas

Eric J. Poerschke
Managing Partner
NextLevel Thinking