


# Service Is Only As Good As the Way a Customer Remembers It

A PANEL DISCUSSION

CONVENTION EDUCATION


## This session is eligible for 1 Continuing Education Hour.



For this hour to appear on your certificate, you must:

- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session

CONVENTION EDUCATION




CONVENTION EDUCATION

## Introduction of Panel Members

Joe Leggo.....O'Connell Electric  
 Bobby Magee .....Sabino Electric  
 Tim Schultheis.....Schultheis Electric

Fred Sargent..... Great Service Forums<sup>SM</sup>




## Plan for This Session

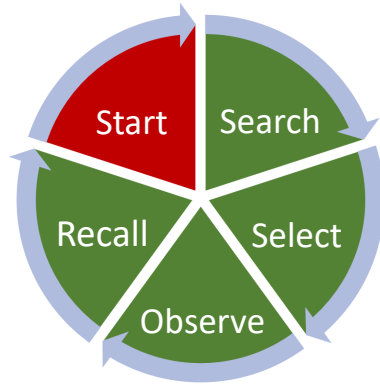
- Introduce the Service Experience Cycle **5 min**
- Panel Discussion of 3 Key Questions **30 min**
- Sharing Your Comments & Questions **15 min**

**PLEASE COMPLETE THE SURVEY**

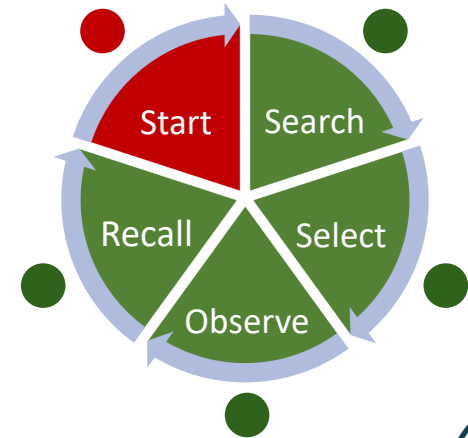
CONVENTION EDUCATION



# The Service Experience Cycle



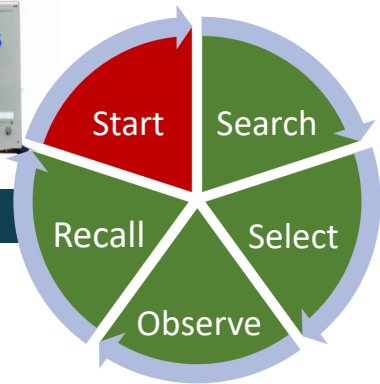
CONVENTION EDUCATION



CONVENTION EDUCATION



**RECURRING REVENUES**



CONVENTION EDUCATION



PANEL DISCUSSION

## How to create service experiences that your customers will remember.

1. When do they begin?
2. What should they include?
3. What kinds of "reminder" advertising have worked for you?

CONVENTION EDUCATION



## Sharing your observations from great service experiences:

1. How they began.
2. What they included.
3. Reminder advertising.

CONVENTION EDUCATION



Service is only as good as the way a customer remembers it.

CONVENTION EDUCATION

Read about "Service & Maintenance"  
Monthly in **ELECTRICAL CONTRACTOR**

SEND YOUR IDEAS FOR NEW SUBJECTS TO:

FREDERIC B. SARGENT  
[fred@greatserviceforums.com](mailto:fred@greatserviceforums.com)  
412-418-0902



Please complete the Online Evaluation



<https://www.surveymonkey.com/r/NECA2024SanDiegoConvention>

CONVENTION EDUCATION

