



## Customer Experience Management: Prevent Churn, Attrition, Turnover & Defection

Save Gas & Travel Time plus NO Phone Charges to You

The average business experiences an annual loss of customer base that ranges from 20% to 30%. Can any business afford that loss, considering the fact that it takes more money to get a new customer than it takes to keep a customer?

The program explores the facts about customer attrition, customer lifetime value, and what you can do to meet and exceed customer expectations. Because the lack of great customer service creates the most attrition, you'll learn easy-to-use tactics that will help you attract new shoppers and keep regular customers coming back.

Instructor:

Vicki Lynne Morgan, Russmor Marketing Group

**WEBINAR**

June 24  
7:00-8:00 am

**Location**

From your home or office  
computer & telephone

**Fee**

\$19

**To Register**

609-771-2947  
[www.sbdcnj.com](http://www.sbdcnj.com)



The NJSBDC network ([www.njsbdc.com](http://www.njsbdc.com)) is the premier provider of comprehensive services and programs for small business in New Jersey. The organization, which consists of 11 centers statewide, helps businesses expand their operations, manage their growth or start ventures. The New Jersey Small Business Development Centers (SBDC) network is partially funded by the U.S. Small Business Administration, the State of New Jersey and The College of New Jersey. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance by contacting 609.771.2947.