

Workshop teaches customer retention techniques

Lake Tahoe South Shore Chamber of Commerce Customer Loyalty & Retention Workshop is June 3 from 8-9am at the Econo Lodge meeting room, 2659 Lake Tahoe Blvd., South Lake Tahoe.

Looking for new ways to keep your business booming this summer? Understanding the differences between customer loyalty and customer satisfaction is critical to an organization's ability to grow their customer base. Attendees will be provided with tools to assess their customer loyalty program and its effectiveness, as well as tips for improving the bottom line.

Janet Nelson, president of J Nelson Enterprise LLC and OQL Solutions, specializes in operations, quality and customer loyalty improvements.

RSVP requested – (775) 588.1728.