



invites you to

AQN 22nd Annual January Breakfast Seminar Thursday, January 26, 2012 Embassy Suites Hotel

Registration: 6:45 a.m. • Program: 7:20-9:00 a.m.

AQN Members: \$30 or \$280 for table of ten

Non-Members: \$40 or \$380 for table of ten

**For reservations, fax registration form to (505) 856-0104
Deadline for reservation is NOON Monday, January 23, 2012**

Customer Loyalty: Measuring and Managing Moments of Truth

Presented by Denise Wymore, Vice President Marketing, Del Norte Credit Union

PRESENTATION

***"Your customers are only satisfied because their expectations are so low and because nobody is doing it better."* Ken Blanchard** We measure profits, growth, losses, employee turnover – but do we really measure the customer experience? Real growth occurs because customers LOVE doing business with you and will tell friends and colleagues about you. How do you know what your customers are feeling and experiencing? How do you establish accountability for their experience? Our speaker will take you through the steps to creating, managing and measuring the customer experience using the Net Promoter Score.

SPEAKER

Denise Wymore has been working with cooperatives for over 25 years. She began her career as a teller for a small government employee's credit union in Portland, OR. She has built a consulting business based on the premise that corporations don't have values, people do – and the values that are at the heart of the cooperative movement are good for business and the economy. She is a cheerleader for passion and commitment. She is the author of Tattoos: The Ultimate Proof of a Successful Brand and the blog The 2020 Vision of Marketing. She is also a certified Net Promoter Scores Associate. Denise has spoken in all 50 states and was a featured speaker at the World Council of Credit Unions in Warsaw, Poland and Brisbane, Australia.

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Individual Reservation:

Name: _____

Organization: _____

E-mail: _____ Phone: _____ Fax: _____

Table Reservation Names:

1. _____ 6. _____

2. _____ 7. _____

3. _____ 8. _____

4. _____ 9. _____

5. _____ 10. _____

Payment:

To pay by check – enclose registration form and mail check to:

Albuquerque Quality Network, PO Box 16165, Albuquerque, NM 87191-6165

To pay by credit card – fill out and fax registration to AQN at 505-856-0104

VISA Mastercard Amount to be charged: \$ _____

Card # _____ Exp. Date (mm/yy) _____

Security Code (3 #s on the back signature line) _____ Billing address zip _____

To pay by invoice – fill out and fax registration to AQN at 505-856-0104

Purchase Order # _____ Amount to be invoiced: \$ _____

Organization billing address: _____

Mail or FAX this form to:
Albuquerque Quality Network
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Albuquerque, NM 87191-6165

Questions?

Call (505) 856-5147
FAX: (505) 856-0104