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UNH Family Business Center Offers Customer Service Workshop

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UNH News Bureau

January 19, 2000

DURHAM, N.H. -- The University of New Hampshire's Center for Family Business will offer a half-day workshop on customer loyalty and satisfaction on Tuesday, Feb. 6, at the New England Center on the Durham campus.

The program is intended to help family-owned businesses improve their customer service skills. Dennis Meadows, director of the UNH Institute for Policy and Social Science Research, will help participants analyze what distinguishes their family business and services from those of the competition, and identify trade-offs among price, quality, delivery delay and other factors. The workshop will include a sample customer survey, with plenty of time for discussion. Meadows, an expert in games and simulations, has designed games used in management training in more than 20 countries.

Registration begins at 8 a.m. with continental breakfast. The program runs from 8:30 to noon, followed by lunch and networking. Registration, which is free for CFB members, is requested before Jan. 30. A special one-time non-member trial registration fee for this event is \$125 per person. For more information, call (603) 862-1107.

The mission of the University of New Hampshire's Center for Family Business, founded in 1993, is to assist the entrepreneurial family in finding solutions to business challenges and concerns. It is sponsored by MassMutual Insurance; Fleet Bank; Cleveland, Waters and Bass; Berry, Dunn, McNeil and Parker, and Genus Resources.

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