



AN INTRODUCTION TO PEGGY MORROW, CSP, (Certified Speaking Professional)

Peggy Morrow, author of *Customer Service: How To Do It Right! A do-it-yourself strategy to keep your customers loyal, attract new ones and increase your profits*, is a consultant, nationally-recognized speaker, facilitator, and owner of Peggy Morrow & Associates. She is a "Customer Service Heart Specialist" who teaches companies the HOW behind the WOW in customer service and helps them develop a prescription for outstanding customer service health. She specializes in helping companies develop a strategic plan for customer

service improvement rather than just a "quick fix."

Peggy has been interviewed for several publications including Houston Business Journal, Sales and Marketing Management, The Customer Service Newsletter, Credit Today, and others and has conducted many webinar training seminars and been a guest on radio and TV shows.

For over twenty-six years she has worked with companies like Marriott Hotels, NASA, Rice University, Kroger, Houston Astros Baseball Team, Houston Texans, Houston Rockets, Super Bowl XXXVIII, ExxonMobil, The Texas Medical Center, Southern Gas Association, International Customer Service Association, and others.

Author of three books on customer service, "Customer Service: How To Do It Right!" "Customer Service: The Key to Your Competitive Edge" and "Celebrate Customer Service," she also writes a monthly column for the Better Business Bureau of Houston and has been named as a "guest expert" for both Inc. Magazine's website, Inc.com Customer Resource Center and Progressive Business Publications.

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