



Lisa Ford - Introduction

Lisa Ford is an expert in customer service issues. Her strategies have helped organizations win and keep customers loyal for over 20 years. Lisa is the author of *How to Give Exceptional Customer Service*, a best selling video-series in the U. S. for over 3 years. Her books and other videos are a resource for many teams that want to improve their service.

In 2002, she was inducted into the Speakers Hall of Fame by the National Speakers Association. This is an honor only 220 other speakers have shared over 30 years.

Lisa is a graduate of the University of Tennessee and serves on a Board for the University. She lives in Atlanta with her husband and daughter. Please welcome, Lisa Ford.....

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