
Catherine DeVrye



Catherine DeVrye is a world authority on customer service and resilience in an ever-changing world. Winner of the Australian Executive Woman of the Year Award, she is the author of No.1 bestseller Good Service is Good Business and is renowned for her international management experience in both private and public sectors. Before founding her own business, Catherine was a marketing executive with IBM, then HR Manager for Asia Pacific in Tokyo, where she took on the company's customer education and leadership development programs across South East Asia. She has truly 'walked the talk' in countless real-life situations.

Masterclass overview

No matter the size of your company, quality customer service needs to drive your business model - and the motivation of your team. What you need are simple-to-implement ideas you can put into practice right now to boost your reputation, staff morale and the bottom line without raising costs. Good service is a powerful way to differentiate your business from the competition and grow market share. Your front-line staff must learn how to increase brand loyalty by turning complaints into opportunities. They must combine high-tech and high touch for top results, creating customers for life, while having a life themselves!

Value and expected outcomes

- Catherine will share her long experience, important case studies and hands-on tools
- Attendees learn the practical 'how-to' rules of first-class customer service while gaining greater awareness of 'why-to' considerations