

# About Lisa Ford, CSP, CPAE

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Lisa Ford has over 20 years of experience presenting to businesses, associations and government. She designs content personalized for each audience and the challenges they face. Her presentations focus on customer service, leadership, teamwork and change.

As the creator of "How to Give Exceptional Customer Service," the #1 selling business video series in the U.S. for over 3 years, Lisa is best known for her work in the areas of customer service. Her other training videos and audio programs include "Developing a Customer Retention Program" and "Building a Customer Driven Organization: The Manager's Role and Personal Power." She has also customized numerous training videos for clients to use in their ongoing education efforts. Her most recent book is ***Exceptional Customer Service: Exceed Customer Expectations to Build Loyalty and Boost Profits.***

Lisa's experience includes working with Pfizer, Viacom, Edward Jones, CSX, Kaiser Permanente, Morton's of Chicago, Citgo, American Gas Association, American Diabetes Association, American Veterinary Medical Association, among dozens of other corporate and association clients.

Lisa was inducted into the Speakers Hall of Fame by the National Speakers Association in 2002, and is one of only 140 speakers who have been given that honor over 30 years. She also serves as a Board Member of the College of Arts and Sciences at the University of Tennessee.