

Welcome to The CSA Edge

Wendi Brick, Founder and Principal

What is your Customer Service Vision for 2010?

We all make New Year's Resolutions for ourselves. We envision what we might accomplish or become. What about a vision for your business or organization?

Regardless of how good your customer service is, service quality can always be improved. Service improvements in 2010 are the quickest way to bounce back after 2009 – no matter how you measure your bottom line.

Great service is the key to loyal customers. Studies show that given the choice, people will choose to patronize and support organizations that bond with customers and consistently show they care.

Other benefits of great service include getting more work done in less time. Provide great work the first time, and your "one call service" makes processes more efficient, and customers happier.

Whatever your business, focusing on great service will always make you more successful!



Stephen Covey's Habit 2:
"Begin With The End in Mind"

**Tip of the Month:
Establish a Vision**

Establishing a Customer Service Vision for your organization, program, department, or business makes all the difference. If you don't know where you are going, how will you know how to get there?

The start of a new year is a great time to lay out your plans for improving service.

- ◆ What are the strengths you can build on?
- ◆ What are the obstacles standing in your way?
- ◆ What programs do you need to enact to get you there?

Working with your team to develop *your* Customer Service Vision will get you where you want to be this year. Start today!

*** CSA News and Announcements ***

**CSA now provides
Customer Service Visioning Workshops**

**Wendi is co-teaching a new course for SCORE San Diego!
Repeat Customers: The Key to Business Success
Feb 12 and May 21**

See www.score-sandiego.org or
call 619-557-7272 for more information

Examples of Simple and Powerful
Customer Service Philosophies

**Lexus: "We treat each customer like a
guest in our home"**



Southwest Airlines: "Southwest Cares"

What's Your Vision?

Please contact us today to see how **CSA** can help your organization "Create a Culture of Service"
1.760.445.6550 / info@theCSAedge.com

We look forward to hearing from you!