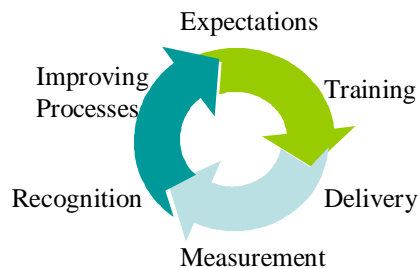


## Welcome to the CSA Edge

### The CSA Customer Experience Improvement System: 6 steps to World Class Service



## Tip of the Month:

### Focus on the Customer

Working with difficult or angry customers is hard on service providers. It's natural to feel personally attacked and want to respond defensively. Quickly cool things down with these easy tips.

- ◆ If someone gets angry, don't get defensive. The anger is generally not about you, it's about the situation.
- ◆ Pretend the upset person is someone you know and care about, like your grandma. People are naturally kinder to people they know and this will change your tone of voice.
- ◆ Listen. Really listen.
- ◆ Ask questions so you understand the situation. Sometimes when people are angry, they aren't as clear in their explanations.
- ◆ Agree if you can. People won't fight you if you are agreeing with them.
- ◆ Take responsibility to fix the situation.



### CSA Ribbon Cutting Ceremony

Escondido  
Chamber of  
Commerce  
May 7, 2009

## CSA News:

Join Wendi Brick, June 10<sup>th</sup> at the Escondido Chamber of Commerce to explore "Making Great Impressions"  
Continental Breakfast at 7:30am, Program 8:00-9:00am  
\$5 Members, \$10 Non- Members.  
RSVP Today! Call 760-745-2125

### CSA belongs to the following organizations:

- \*Escondido Chamber of Commerce
- \*Municipal Managers Association of Southern CA
- \*American Society for Training and Development

Ever work with angry or upset people?  
Try the H.E.A.T. Method

- ◆ **H**ear your customer out
- ◆ **E**mpathize with the situation
- ◆ **A**sk and answer questions
- ◆ **T**ake responsibility to assist

## What do your customers really want?

*Great Product/Service + Great Value/Price + Great Experience =  
Customer Loyalty, Great Reputations, and Word of Mouth Recommendations*

For more information on how **CSA** can assist you in going from good to great, please contact us!  
760.445.6550 – [info@theCSAedge.com](mailto:info@theCSAedge.com) - [www.twitter.com/theCSAedge](http://www.twitter.com/theCSAedge)

*We look forward to hearing from you soon!*