

Welcome to The CSA Edge

Wendi Brick, Founder and Principal

Contact Centers are the next generation in phone centers. They:

- ◆ Standardize the customer experience,
- ◆ Promote uniformity in responses to customers,
- ◆ Provide many options for interaction, including phone, voicemail, e-mail, web chat and interactive voice response systems,
- ◆ Allow access to databases, and
- ◆ Provide a front end for work flow and Customer Relationship Management (CRM) tools.

If they are not designed and administered correctly, they are horribly frustrating to your customers. We can help.

CSA can assist in your design and/or redesign. CSA also has a new 4-hour "Customer Service for Contact Centers" course available.

Additionally, CSA has expertise in user-based design for contact centers and related systems including IVRs (Interactive Voice Response) and web interfaces.



- News and Upcoming Events-

**AB 1825 Mandatory Training:
Sexual Harassment Prevention
Now available through CSA
Call today to reserve your sessions!**

**Join us on 09-09-09:
"Customer Service for the Generations"
How do service expectations vary between
Gen Y, Gen X, Boomers, and the Silent Generation?
Come have some fun and find out!
7:30am Registration & Coffee; Program from 8am-9am
\$20. Call 760.745.2125 to RSVP**

Tip of the Month:

Contact Centers and Great Service

"Agents handle an average of 110 calls a day. Eighty percent of the time, the caller is frustrated, angry, upset, or concerned—something has happened and they're not happy." ¹

Tips for Contact Center staff -

- ◆ Actively listen to the caller.
- ◆ Let them know you hear their concerns and acknowledge that something has happened to make them emotional.
- ◆ Take the emotion professionally, not personally.
- ◆ Take control of the call. Use strong positive words, like "Absolutely, I would be glad to help you with ...", or "I can look up that information for you"
- ◆ Transition to problem solving. Focus on the resolution, and move the caller through the process.

¹"Good Call Center Training Alleviates Agent Stress"
Stefania Viscusi, TMCnet Assistant Editor

Stress Management

Working with upset or angry customers is stressful for "the voice of your organization" a.k.a. the staff on the front lines.

To lessen burn out and turn over, and to promote job satisfaction, encourage your team to relax and de-stress.

- * Develop rewards programs
- * Offer praise for a job well done
- * Encourage health & wellness
- * Provide stress management workshops

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

We look forward to hearing from you!