



Customer Service Advantage

“The Edge You’ve Been Looking For”

760.445.6550

www.theCSAedge.com

www.linkedin.com/in/wendibrick

Creating Customer Loyalty

Customer Loyalty is the key to surviving this harsh economy. Did you know it takes 3-4 times more money to attract a new customer as compared to keeping the ones you already have?

Make sure your employees make a great impression on every customer, every day, so when a customer makes a choice, they chose you.

Repeat Business = Great Product + Great Price + Great Experience

A great product at a great price is two thirds of the customer equation. The remaining piece inspires loyalty and true fans, and is most often overlooked. It is also the piece that results in word of mouth recommendations. It is the *CUSTOMER EXPERIENCE*. And the customer experience comes from outstanding customer service every time: no exceptions.

Step 1: Set Expectations; Step 2: Train Staff; Step 3: Evaluate Success

The first step in maximizing the service experience is setting specific service expectations in new employee orientation, performance evaluations and job descriptions. The second step is providing training so staff has the skills they require to make a great impression in any situation. The third step is the evaluation.

Mystery Shopping

Would you like an objective opinion about how the service at your business is being perceived by your customers? Let’s find out by customizing a Mystery Shopping Program for you. In Person, Telephone, or Email shopping is available. We will make anonymous contact, and provide you the results.

Getting Started

To begin the process, *CSA* staff will meet with you and conduct a scoping meeting. We will discuss definitions of great service, staff training, and how your customers contact your business. Then we will customize a program that reflects your reality.

CSA will help you with each step in this continuous improvement journey. Your staff will be able to provide an outstanding customer experience so you can ensure loyal fans and run your business profitably now and always.