



Your customers are the reason your organization or business exists.
CSA offers expertise so your customers stay satisfied and loyal.

-
- Policy and Standard Development
 - Employee Recognition Programs
 - Business Process Reengineering
 - Web Site Usability
 - Customer Service Vision and Values
 - Survey Development and Analysis
 - Customer Service Training
 - Automated Voice Response Systems
 - Customer Service Performance Measures
 - Project Development
-

*96% of the customers with problems will never tell you –
Instead, they will take their business elsewhere.*

-Technical Assistance Research Program

Ask Your Customers

Ask your customers what services they need, and how they would like you to provide them. A customer survey is the key. Your customers will gladly give you great ideas if you ask. Participating in Mystery Shopping is another great way to collect improvement data.

*Angry customers require five times as much staff time to assist.
A common reason for frustration is long wait times.*

Cut Process Times – Do More With Less

Cutting process times allows you to assist more customers in a single day. Streamline and emphasize service with experienced customer service professional.

For every customer with a problem, there are 250 people who have directly or indirectly heard negative comments about your organization. -Technical Assistance Research Program

Train Your Staff

The way the phone is answered, the in-person greeting, email responses, forms and letters, your website – they are all moments in which a customer forms an opinion about your organization. Each contact is critical, so provide solid standards and training. You can improve your company's reputation by ensuring that each customer contact leaves a great impression.

Customer service has to be improved by starting with the CEO's office. -Marketing News

Rally Support – Reward Success

Support your organizational values by rewarding employees that exceed service expectations. Great service, to internal and external customers alike, is provided by your great staff.

Experience

Wendi Brick, M.S., Founder of **CSA**, has 20 years of experience incorporating customer service techniques in the workplace. She has worked with staff in many varied business scenarios, from phone center staff to field personnel. She was recognized by the San Diego Business Journal as a "Woman Who Means Business", and several of her programs have been modeled by organizations around the United States.