

Welcome to The CSA Edge

Wendi Brick, Founder and Principal

Have you experienced the “one-sided interaction”? You try to contact someone, and they don’t return your emails or voicemails, or there is a long delay in the response? It’s happened to me several times in the last few months.

- ◆ Someone asked me for information. Over a period of 8 weeks, I left 5 messages (email and voice mail) without receiving a response.
- ◆ One person I was thinking of working with waited 5-6 days before responding to each correspondence.
- ◆ I sent 4 emails over a period of 5 weeks to a vendor trying to order a product.

Great customer service happens through *intention* and *attention* to detail. Something as simple as following the 24-hour rule of returning emails and voice messages will help you really stand out as someone who cares about your customers.

Tip of the Month: Email Auto-Reply

In the February issue, we talked about updating voice mail greetings when you are out of the office. You can also manage your customers’ expectations by using email auto-reply.

There are times when you will not be available to return emails for a while. What if there is an emergency, or a deadline, or you take a week of vacation?

In these situations, setting up your email auto-reply is absolutely necessary. If you don’t, when you return, your busy customers could either be angry, or may have found another service provider. Both these situations can be avoided with a little attention to the detail of setting up a complete and informative auto-reply, such as the one below.



CSA News

Escondido Chamber of Commerce
“Making Great Impressions” Series

April 20 and June 8

See www.escondidochamber.org or call 760.745.2125

SCORE San Diego
Repeat Customers: The Key to Business Success

May 21

See www.score-sandiego.org or call 619.557.7272

Auto Reply Email Template

Dear Sir or Madam: *(formal greeting)*

Thank you for contacting CSA. I will be out of the office from [date] to [date] and will not have access to emails.

In my absence, if this is urgent, please contact [name] at [phone]. I will return your email when I am back in the office.

Thank you again for your interest in how CSA can maximize your customers’ experience.

Sincerely,
[signature block] *(formal closing)*

Please contact us today to see how **CSA** can help your organization maximize your customers’ experience
1.760.445.6550 / info@theCSAedge.com

We look forward to hearing from you!