

Welcome

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"A company's good name is everything," according to a recent AOL Finance article.

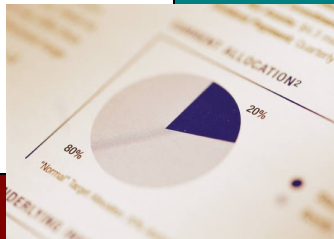
How can we make sure our company's reputation is strong? Whether you work in a private business or a government agency, we all must make sure we are exceeding our customers' expectations. To make sure CSA is on the right track, we conducted a survey of our customers. If you were one of the respondents, thank you!

When asked about staff professionalism, knowledge, courtesy and promptness, our customers rated CSA "outstanding." The majority of customers also rated "value" and the "quality of the service" with the highest rating of 4 out of 4.

We asked our customers if anything could have improved their experience and 100% said no. All of the respondents stated that they would work with CSA again if the opportunity arises. We also wanted to know how likely our customers were to recommend us to others, and 100% responded positively.

Thank you again – looks like we are on the right track!

A survey, whether it's on paper, electronic, or just a simple – "how was your visit today?" is a great way to double check your good name.



Tip of the Month: Survey your customers!

Our customers make our business. How can we make sure they are having the great experience we want them to have? The first step is asking.

You can ask for customer input and make adjustments whether you are in charge, or you are the front line point person. Which method below is the right fit for your service?

In person – ask your customer as they are leaving, "How was your service today?" or "How was your experience with us?"

Over the phone – follow-up on your customer's experience with a phone call.

Mail a survey – ask your customers to recall their experience by sending them a customer satisfaction survey in the mail, or via email.

Fill out a survey before leaving – this method allows you to capture your customers' impressions immediately.

Upcoming Speaking Engagements:

Contact Center Professionals Network
August 10, 2010

SCORE San Diego
Women's Quarterly Networking Breakfast
September 17, 2010

Details will be posted at www.theCSAedge.com

We also recommend *Internal Surveys*, like:

- ◆ Call quality reviews,
- ◆ Email quality reviews,
- ◆ Mystery shopping (in person, over the phone and emails),
- ◆ Job shadow evaluations,
- ◆ Employee satisfaction surveys, and
- ◆ Employee forums.

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!