

Welcome

Wendi Brick, Founder and Principal

Summer is here, and this can be a very busy time for your team.

When we think of great customer service, we often focus on one-to-one interactions. Another piece of the great customer service picture is *fast* service delivery. Our busy season is a great time to get creative and think about streamlining and process improvement.

There are seven different categories of waste that you can likely cut from your most complicated processes. The processes will get faster, easier, and better.

Whether you run a program or have an individual job to do, think about how you might be able to work more efficiently. You, and all of your internal and external customers, will benefit from the results!

Great Customer Service – What's In It For ME?

Every team member's commitment to great service is the key to providing a great customer experience. When you strive to provide excellent customer service, you will also have a great experience.

Job satisfaction – we all want to feel that we are making a difference and helping people every day.

Less stress – using customer service skills will cut down how often you encounter emotional customers. First, your skills will allow you to prevent people from getting upset during an interaction; and second, you will be able to control a charged situation to turn down the emotion and resolve the problem quickly.

Help more customers – working with an emotional customer can take up to 5 times longer than working with someone who is not angry.

Recognition – many organizations recognize employees who provide great service. Positive feedback is a great way to continue to enhance your culture of service.

Upcoming Key Note Speaking Engagements and Public Seminars

Contact Center Professionals Network:
August 10th

SCORE San Diego:
Women's Networking Breakfast
September 17th

SCORE San Diego
Customer Service –
The Key To Business Success:
August 16th and November 2nd



Great Customer Service – *What's In It For YOU?*

Speaking of Recognition...Who can you thank for a job well done?

- ◆ Employees
- ◆ Vendors
- ◆ People from other internal departments
- ◆ Customers
- ◆ Team Members

Formal recognition and rewards programs are fantastic. If you are in the position to create one – go for it!

On a personal note – you can really make someone's day by simply saying "Thank You" or sending a written note to follow up on a specific job well done.

Please contact us today to see how **CSA** can help your organization maximize your customers' experience
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We look forward to hearing from you!