

Welcome to The CSA Edge

Wendi Brick, Founder and Principal

If you are lucky enough to have a customer or client call you with a concern, thank them. If one person has experienced something negative, it is likely other people have experienced the same thing but didn't tell you. Those customers either found another service provider, or spoke poorly of you to others. That's a shame.

Listen attentively and ask questions. Your customer might also have ideas to fix the problem. What is the outcome they would have preferred? What are their suggestions for improvement?

Then brainstorm with your staff. Your team knows the ins and outs of day-to-day operations and may also have ideas and solutions.

Creating a no-blame learning environment with open communications and idea-sharing will go far in creating a culture of service in your organization.

Tip of the Month:

If your customers are not offering suggestions for service improvements on their own – ASK!

A simple customer satisfaction survey will provide you with a great checks and balances system. Remember that 80% of CEOs and executives think their organizations provide great service, but as a customer yourself, you know great service is rare. Don't fall into this trap. Ask what your customers really think.

Be sure to include all of your customers in order to capture different perspectives, including internal (employees, other departments) and external (clients, vendors, other organizations, stakeholders, etc.) customers.

CSA News

Listen to Wendi's 2-25-10 interview on **SBA Radio!**
www.sbaradio.us search "Wendi Brick"

Escondido Chamber of Commerce
Making Great Impressions Series
March 16, April 20 and June 8
See www.escondidochamber.org or call 760.745.2125

Carlsbad Chamber of Commerce
Chamber Net 10:
"10 Tips To Create A Great Customer Experience"
March 24
See www.carlsbad.org or call (760) 931-8400

SCORE San Diego
Repeat Customers: The Key to Business Success
May 21
See www.score-sandiego.org or call 619-557-7272

Everyone has improvement ideas.
Most people would be happy to share their ideas with you.
Sometimes you just have to ask.



Please contact us today to see how **CSA** can help your organization "Create a Culture of Service"
1.760.445.6550 / info@theCSAedge.com

We look forward to hearing from you!