

Welcome

Wendi Brick, Founder and Principal

One year ago this month, two things happened for CSA – We incorporated in the State of California *and* sent out the first issue of *The CSA Edge*.

CSA wouldn't exist without you, our customers – the people that support our philosophy to provide excellent service to every person every day.

So much has happened in the last year and we want to say **THANK YOU** so much for all of your encouragement, support, and loyalty!

We hope you've enjoyed reading *The CSA Edge*. Visit our web site for more information about the monthly tips provided in each issue, and check out CSA's first year successes in numbers below.

Here's to many years of success for all of us!

Monthly Tips – Summary of Topics

- ◆ Placing customers on hold
- ◆ What your customers *really* want
- ◆ Working with difficult people and people in difficult situations
- ◆ The Six Essential Elements™ of creating a culture of service in any organization
- ◆ Making a great impression when you're *not* in the office
- ◆ Writing a customer-focused email
- ◆ Disaster preparedness tips - keeping your internal and external customers safe
- ◆ Maximizing your contact center callers' experience (using 3P+T™)
- ◆ Improving listening skills to improve leadership skills
- ◆ Improve turn around times – good service is fast service!
- ◆ The three-legged stool of great customer service
- ◆ Creating your customer service vision
- ◆ Gathering meaningful customer satisfaction feedback

Our first year: BY THE NUMBERS

60: Workshops & seminars provided to

2000 attendees

5.0: Out of 5! Our most frequent workshop rating

444: Hours dedicated to Client customer experience improvement projects



*Thank
You!*

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!