Presents: *Enchanting the Customer*

Give your customers a well deserved gift this season, give them great customer service.

Winter 2005

Company research has shown that "there's this general discontent with the customer service in North America across the board. It's one of the most demanding markets in the world, but the level of service is perceived as one of the poorest", says Karen Jones, VP of Brand Advertising, DHL.

A recent national TV ad campaign for DHL capitalizes on all this customer angst, and many customers are identifying with the poor service highlighted in the thirty-second spots.

The Madison-Burns Solution:

Your Customer Service Agents can learn to:

- Anticipate Customer needs
- Listen actively to customer concerns
- Shape the customer perception
- Provide Solutions
- Manage challenging situations
- Shape the conversation

"A survey this year of 2,000 customers in the United States and Great Britain, found that nearly half the respondents had switched service providers in at least one industry because of poor service."

Service Excellence is designed to enhance or develop the specific skills necessary to provide customers, both internal and external, with exceptional service and support. By learning a process for handling service interactions, particularly when customers are upset, participants are better able to manage the stress and challenges of being on the "firing line." *Service Excellence* introduces participants to the most current concepts and skills necessary to be professional service providers.

"Despite a slight up tick this past quarter, the American Customer Satisfaction Index, has dropped for most of this year and is at one of its lowest levels in the past decade."

Mark Roth, Pittsburgh Post-Gazette

MADISON-BURNS & ASSOCIATES, LLC
55 FIFTH AVENUE — 19TH FLOOR — NEW YORK, NEW YORK 10003—212-691-5358

Questions or comments? E-mail us at a.ward@madison-burns.com or call 203-364-0201

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