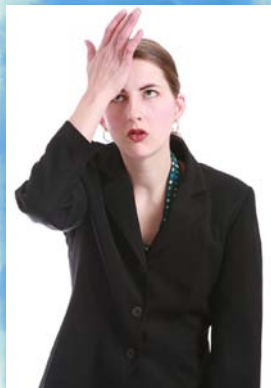


WIN CUSTOMERS THE “WRITE” WAY

STRENGTHEN CUSTOMER SERVICE RESPONSES WITH WRITE THE COMPANY.



IMAGINE HOW



YOUR CUSTOMERS FEEL



IF THIS IS HOW YOU FEEL

In this highly interactive customer service training program you'll analyze an exclusive, one-of-a-kind collection of real responses from companies, manufacturers, service providers and organizations. Discover what they did write ... and wrong.

- > Find out if you're blowing chances to connect with customers.
- > Get focused on how to think before you write.
- > Craft replies with more impact that lead to longer-lasting customer impressions.

> What Participants are Saying...

"This training was a great eye opener for those of us who have dealt with customer issues for years and have begun to fall into standardized responses. Bravo!"

"This class was much needed. It gets you motivated toward re-approaching the importance of guest satisfaction and having the skill set to make it positive for the company."

"I left the training program feeling inspired to respond to guest complaints in a more personal way."

"Great program. I've seen so many that didn't have an impact on me. This one did. Great job!!"

"More motivated to please people and communicate more."

"Inspired to see things from the guest's point of view."

> What can consumers tell about how you respond to them?

A dissatisfied consumer will tell between 9 and 15 people about their experience. About 13% of dissatisfied customers tell more than 20 people.

Source: White House Office of Consumer Affairs

> Create Stronger Customer Connections

Learn from the correspondence of a comedic and curious letter writer who has written hundreds of companies. Better check to see if yours is one of them...

WriteTheCompany.com