

FOR IMMEDIATE RELEASE:

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Holiday e-retail survey reveals online customer service results. WCW Partners announces that the new SuperSTAR Customer Service Package is now available to help companies improve!

Stillwater, MN, December 2011 - It takes more than customer satisfaction to thrive in today's rugged economic climate - it takes customer loyalty. How do you achieve it? By seizing on those precious moments when you can make a difference in your customer's mind. The holiday e-retail customer survey was released today. Amazon scored the best and Netflix lost ground. According to the American Customer Satisfaction Index (ACSI) at the Michigan Ross School of Business, the average business is rated 75.6%. This is, at best, a "C" for a grade. In this challenging economy, most companies need lots of help with improving their customer service which will increase their sales.

It's simple once you know the way, SuperSTAR Customer Service program will teach company employees:

- Five traits of SuperSTAR customer service providers
- Seven simple acts of courtesy that project customer-winning kindness and friendliness
- Two strategies to positively resolve ninety percent of complaints
- Four methods for satisfying the most difficult customers
- Three steps to maintaining an attitude that's positive, upbeat, and enthusiastic
- Six follow-up actions that build customer loyalty and the ongoing profits it provides

Your SuperSTAR Customer Service package is loaded with the tools you need to make great service a way of life:

- Seven SuperSTAR Customer Service video presentations on three separate DVDs
- One SuperSTAR Customer Service Leader's Guide, coordinated with the video presentation
- Ten free SuperSTAR Customer Service books included
- One SuperSTAR Customer Service individual study guide and one Customer Service Award (reproducible)

Each of the seven training segments - combining video presentations with corresponding interactive materials - takes approximately one hour, or seven hours/one day to complete the entire program.

According to the Profit Impact of Market Strategy study, organizations best at customer service vs. the worst have a 12 percent ROI compared to a 1 percent ROI. How can you not afford to improve customer service starting today?

Read more at <http://www.wcwpartners.com> or contact us toll free at 888-313-0514.

Who we are - WCW Partners is a performance improvement company. Based in Minneapolis, Minnesota, we work with clients in a variety of industries worldwide to help them excel in sales, service, and leadership. We have a proven record of helping organizations increase sales and customer retention, while at the same time significantly improve employee retention, engagement, and productivity.

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