



September 2015 Client Newsletter

Dear Judi,

There are really only two ways to increase profits - increase sales or decrease costs. In today's economic environment, decreasing costs further is difficult. As far as increasing sales, providing top notch customer service is the key. The articles below demonstrate this admirably.

Judi

Three Reasons Customer Service Trumps Everything

"Nothing," says Daymond John, "is more important than great customer service. To over-deliver in service to a customer is by far the most valuable thing to a business. Because, there are only two ways to improve the operations of a business: increase sales or decrease costs. In today's environment, decreasing costs is hard. And as far as increasing sales, doing so via customer service is highly effective."

Though, he stressed, for him the term customer service doesn't mean doing the normal, the expected. By it he means going far beyond expectations, to create an emotional connection with the customer, a feeling for the customer that they're special to you and that you absolutely have their back: "Where your success comes from customers is as follows: When you do for the customer everything you can do after you have done what you are supposed to do.

By Micah Solomon

For complete article, [click here.](#)

Hi, you're through to the Sales Prevention Department - how can I NOT help? How agencies lose clients even before they win them.

New business has become all the more crucial to marketing and communications agencies in recent times, as prices are driven down and competition becomes increasingly cut throat. So why then, asks director Diane Young, are companies making the experience of contacting them such an unpleasant and difficult one when surely the opposite should be the case?

For complete article, [click here.](#)

5 Top Killer Phrases

- We don't have time
- It's too slow
- That's the way it's always been done
- Why would we want to do that?
- That's been tried before

Upcoming Events

AMA's **Annual Marketing Research Conference** will be held on Sept. 27-29 in Austin. For more information, [click here.](#)

The MRA's **Corporate Research Conference** will be held Oct. 5-7 in St. Louis. For more information, [click here.](#)

Richmond Event's conference "**The Market Insight Forum**" will be held Oct. 8th in New York City. for more information, [click here.](#)

MSPA North America's **Customer Experience Conference** will be held Oct. 13-15 in Los Angeles. For more information, [click here.](#)

CASRO **40th Annual Conference** will be held Oct. 21-23 in Miami. For more info, [click here.](#)

Unleashing Data: Innovation in Marketing, Research and Insights to be held Oct 28-29 in New York. For more information, [click here.](#)

The Market Research Event will be held Nov. 2-4 in Orlando. For more information, [click here.](#)

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