

# Customer Care You Crave®

Transforming Your Customers' Experience

## The Bottom Line

- ❖ We all want it, to be on the receiving end of consistently stellar customer service, the kind we wish for our closest loved ones...so often reality leaves us disappointed and at our wits end.
- ❖ The truth is, delivering phenomenal customer care 24/7 is possible and Cheryl Alexander & Associates has proven we can help. Our approach is unique and we would love to tell you about it.
- ❖ The payoff is clear. Greater customer satisfaction results in higher revenue and lower costs. Research in this area is vast and rock solid. *Customer Care You Crave®* puts the steps in place so this can be the reality for all of us.

## Customer Care You Crave®

**What it Takes & What You'll Get**

- ❖ Deep awareness about why it matters to you...what gives you meaning, purpose and passion around creating a fabulous customer experience.
- ❖ Knowing your strengths, what's required to maintain your optimal performance long term.
- ❖ Connecting with peers who support you and serve as an informal mentoring network; we help make it all happen.
- ❖ Learning essential customer care skills and state of the art best practices.
- ❖ Providing continued support...to ensure the learning sticks, we stick with you.

## Feedback

### Listen to Some Customers

*"In my 100 years I've never met anyone like this customer care trainee. She considers work an honor. She goes well beyond the call of duty. If anyone says, "would you?" she is there whether it is for a big or little something to make someone's life a little better. She is patient, remembers preferences and has endless energy. She is a real credit to this organization...that is why I asked if I could tell you about her."*

- Assisted Living Resident

*"I just moved my mother here after 7 weeks in another facility where we had a bad experience. I live in another state and flew here to make sure this is a good place for my mother to be. I was watching one of your customer care trainees interact with my mother during music activity. I want to tell you how pleased I was with the attention and care she gave my mother. I could tell her heart was in it. I am impressed this organization is training all employees in customer care. That means so much to me and gives me the confidence and trust I need to go home and leave my mother in your capable hands."*

- Assisted Living Family Member

**Let's Get Started!**

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**Cheryl Alexander & Associates**

*Leaders Engaging Hearts and Minds*