

HOW CENTER STAGE IMPROVES CUSTOMER RELATIONS



The quality of Customer Relations can make or break the bond between consumer and company. One way to improve client loyalty and customer satisfaction is to invest in educating junior employees and all executives on the company's strategy for customer interaction. Center Stage improves how employees present themselves to clients, boosts self-confidence and refines the conversation any employee might have with a client. It's the gold standard for improving authenticity.

EXAMPLE

At first the client rejected the idea that customer service needed improvement, saying "We have an 83% positive rating." Then, the CEO received a call from a disgruntled client who said a service technician was "cocky." As a result, the client moved \$8MM in business to a competitor. Several programs and six months later, the company had a 92% customer satisfaction rating.

CENTER STAGE TIP

To grow, we all have to reach beyond current levels of experience. Employees can't grow without making mistakes. Junior employees, especially, can misjudge situations. They need experience and an opportunity to practice their communication skills. Center Stage provides a venue to safely try new approaches and receive effective feedback.