

FOR IMMEDIATE RELEASE
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Attract and Retain Customers With G.R.E.A.T. Customer Service

HUDSON, OH (February 7, 2007) – What percentage of your business is repeat? When you think about the marketing dollars spent to drive traffic into your business, what percentage return or refer you to others?

“The experience a customer receives directly corresponds with the likelihood they will refer or return,” says Deborah Chaddock Brown, president of AllWrite Ink. “Providing a superior customer experience increases the percentage of repeat business. The key is building a relationship and a level of trust with each customer.”

Prior to opening her corporate writing business in 2004, Brown was Director of Stores for Pearle Vision focusing on providing the tools necessary so that store associates could offer a superior shopping experience.

Brown will present “G.R.E.A.T. Customer Service,” a three-hour hands-on workshop at Portage Lakes Career Center. Participants will learn:

- Why Customer Service is important and how it sets you apart from the competition
- The components to G.R.E.A.T. customer service
- Customer service over the phone
- Perceptions versus reality when dealing with a customer
- How to handle irate customers
- The top 10 rules for great customer service

To register for G.R.E.A.T. Customer Service or for more information call 330-896-8110. Portage Lakes Career Center is located at 4401 Shriver Road in Green. They are conveniently located off I-77 just 2 miles from the Akron/Canton airport. Call Pat Conry at 330-896-8110 for information on additional programs or for customized training for your corporation.

AllWrite Ink helps companies communicate their message in a clear, concise manner that inspires the reader to take notice and take ACTION. Good writing doesn't just happen – it takes active listening, research and extra effort to find just the right words. Located in Hudson, Ohio, AllWrite Ink provides content for websites, newsletter, brochures, flyers, speeches, and direct mail programs. For more information, call 330-414-8792, email: Deborah@allwriteink.com or visit the website at www.allwriteink.com.



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