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FOR IMMEDIATE RELEASE:

World-class consultant offers insight on customer service

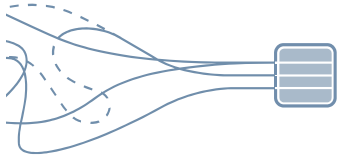
Toronto, Ontario – With the business landscape changing, companies must adapt to new customer needs. Customers have access to more information than ever, thus making them more educated and more demanding. The new customer wants immediate satisfaction and makes emotional decisions when making a purchase, so companies need to appeal to the customer’s self-interest.

Andrew Miller, president of ACM Consulting Inc. helps companies dramatically accelerate results. Miller believes that customer service is a process and has these insights for businesses:

- **Every interaction with a customer or potential customer is important**
Be aware of how you treat people before, during and after they purchase your good or service and ensure everyone in your organization has that mindset. This will help to increase sales and customer satisfaction.
- **Customer service representatives should be able to resolve most customer issues on the spot**
Issues are a source of frustration to the customer, so give your customer service representatives the authority to provide discounts, free products or to remove charges. This increases satisfaction for the customer and productivity for you.
- **Treat everyone like a preferred customer**
Make every customer feel like they are your only customer. This will increase brand loyalty and attract new customers. It is all about the customer experience.

Customer service is key to sustaining a successful business. “Companies need to recognize that everyone in their organization is responsible for customer service,” says Miller. “Every interaction—from entering your store to surfing your website to calling service your department—reflects on you and your organization because it can impact whether or not a sale is made.”

Andrew Miller is based out of Toronto and helps clients accelerate results. He has worked with clients of all shapes and sizes across North America and Europe and has recently published a booklet entitled ***the Speed Principles***.



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