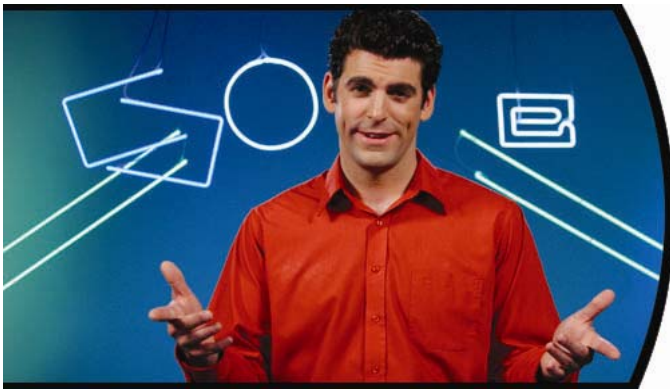


New Release

Who Cares?



“Customer service just isn’t what it used to be.” That statement can’t be supported with statistics but not many people would argue it. The **GOOD** news is that organizations offering **EXCELLENT** customer service now have a greater competitive advantage than ever before!



Who Cares?, the new training program from CoastalAMI can play a critical role in giving your organization just such an advantage! We’ve identified and illustrated the four simple but critical cornerstones of excellent customer service:

- **Greet** the customer
- **Respect** the customer
- **Listen** to the customer
- **Really** help the customer!

In reality, most customer service representatives really do care. But they often neglect, or fail to remember those basic behaviors that send that caring message to your clients. It’s also too easy for them to forget the important role they play in your organization’s success. **Who Cares?** provides both the information and inspiration your staff needs to provide winning customer service.

Video Synopsis: An engaging host provides narration between a wide variety of realistic and thought-provoking customer service scenes. The viewer is reminded to put themselves in the customer’s shoes as “wrong way” and “right way” service examples are provided. Retail, hospitality, food service, banking and government settings along with man-on-the-street commentaries provide an informative and fast-paced training experience.

Who Cares? We do! And so do you!

Item #CUS042 (#CUS043 – Government Version)

Length: 21 minutes

Preview FREE!

DVD Purchase: \$895 DVD Rental: \$225

VHS Purchase: \$895 VHS Rental: \$195

Includes comprehensive leader’s guide, PowerPoint Presentation on CD-ROM and 10 *Who Cares?* Handbooks.

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