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## Net Atlantic's Technical Support Team Achieves HDI-Certification

Net Atlantic improves customer support with HDI-certified technicians for [email marketing](#) and [Web hosting](#) services.

SALEM, MASS. – April 20, 2009 – Email Service Provider [Net Atlantic's](#) technical [support team](#) has completed several levels of certification through Help Desk Institute (HDI): customer service representative, support center analyst, team leader, and support center manager. This training applies to both email marketing and Web hosting product support.

"HDI-certification helps us streamline communication and improve customer response methods," said Support Services Manager Gregg Hanson. "This world-wide standard teaches us to implement accepted global practices when dealing with customer issues, particularly ones that escalate." With this training Net Atlantic will analyze and improve support service operations to benefit the company – and above all – customers.

Training will continue annually and the team will have opportunities to attend support conferences to further learn and improve their skills.

"Net Atlantic looks forward to continuing our hands-on approach to customer service," Hanson said. "When the company understands the clients' point of view and redirects service efforts to be more customer-friendly, we all benefit."

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### About HDI

With 7,500 members worldwide, [HDI](#) is the largest association for IT service and support professionals. HDI produces numerous publications, hosts several symposiums and two conferences each year, and certifies hundreds of help desk and service desk professionals each month.

### About Net Atlantic

Established in 1995, Net Atlantic was one of the first [email service providers](#) and [Web site hosting](#) companies. Net Atlantic's goal is to help businesses and non-profit organizations succeed online with effective email marketing services and Internet tools. To learn more, visit [www.netatlantic.com](http://www.netatlantic.com) or call 978-219-1900.

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