

## Now Your Business Can ....

- ✗ Recover Unsatisfied Guests Instantly!
- ✗ Track Consumer Service Index (CSI).
- ✗ Increase Pocket Share.
- ✗ Measure Management Performance.
- ✗ Market Through Cell Phone Technology.
- ✗ Increase Frequency .
- ✗ Track Customer Recovery at the Unit Level.
- ✗ Get Better Consumer Demographics.
- ✗ Monitor Franchise Locations.
- ✗ Make Brand Decisions that Matter.
- ✗ Improve Staff Training.
- ✗ Develop Yourself
- ✗ Increase Sales!
- ✗ Improve Profits!



## KEY FACTS

### Why Customers Leave:

- 1% Die
- 3% Move away
- 5% Patronize a friend's business
- 9% Prefer the competition
- 14% Experienced one bad encounter.
- 68% Indifference, rudeness or lack of service.

### Attracting New Customers:

- Repeat customers spend 33% more..
- It costs 6x more to sell to a new customer.
- It costs as much to gain ONE new client as to keep FIVE existing.
- Loyal customers require 28% less labor.

US Department of Consumer Affairs



## Our Clients

To achieve business success, you must understand who your customers are and what they need. My Service Success has helped us stay on top of "What Matters Most" ~ The customer!



The My Service Success program has taken my training to another level and we are constantly in front of our guests. I love being able to compete with the big guys!  
~ Jim Lowe  
President Zyng Asian Grill

Many service providers think 80% satisfaction ratings are reasonable. Think again! Research shows that at an 80% rating is average and your service has no point of differentiation. In fact, it is only "very satisfied" customers who are truly loyal – everybody else feels indifferent about your service and will swap to another provider if they see a cost advantage.

My customer satisfaction is in the 90% range now! Having a clear focus has grown my business 18% this year alone! I love the Txt and Tell Service!

~ Jil Romano, Director of Marketing  
Hospitality Inns LLC

[www.MyServiceSuccess.com](http://www.MyServiceSuccess.com)



## A Real-Time Focused Approach to Service and Customer Retention!

**"Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000"**

~ Pete Blackshaw

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# Service Solutions!

À la carte or Bundled, Your Choice!

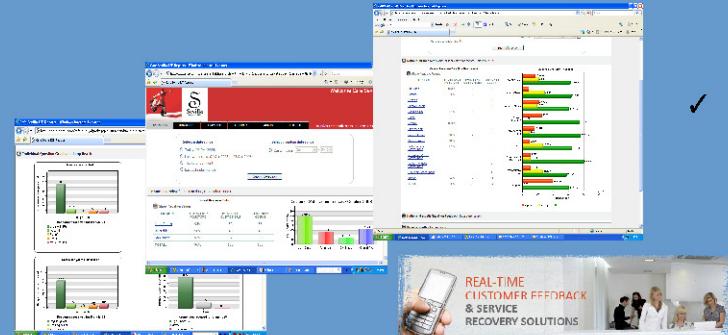


An automated low-cost service that allows you to interact with your customers using their cell phones. It enables you to obtain real-time feedback from your customers about their restaurant experience, compare the performance of your different restaurants, build a rewards program to encourage repeat visits, add a mobile element to your marketing campaigns and help grow your business.



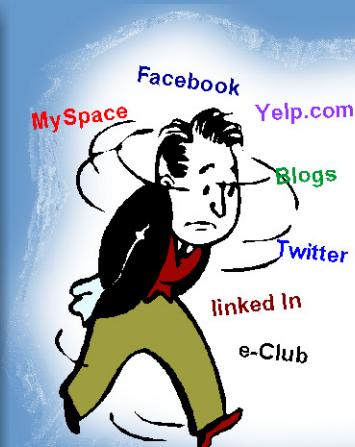
## What Are Your Customers Thinking?

- Get immediate feedback from your customers about their restaurant experience.
- Monitor results daily to find and rectify problems with your food, staff and facilities.
- Communicate with dissatisfied customers to address their complaints before they tell their friends and associates.
- Let customers join a loyalty program – encourage repeat visits by sending special offers to their cell phones.
- Add a mobile call-to-action to your marketing campaigns to attract new customers.



### KEY ATTRIBUTES TO CUSTOMER LOYALTY:

1. **Satisfaction** – How do your satisfaction scores compare to the industry benchmark?
2. **Revenue** – Is the monetary value of services increasing, stagnant, or declining?
3. **Pocket Share** – Are customers buying all their products from you or are they choosing the most economical or complex ones?
4. **Referral Rate** – Are existing customers your ambassadors? How many new customers are acquired through referrals?
5. **Churn Rate** – Do customers keep coming back? Is the rate of return improving continuously?



## Is Your Business Keeping Up?

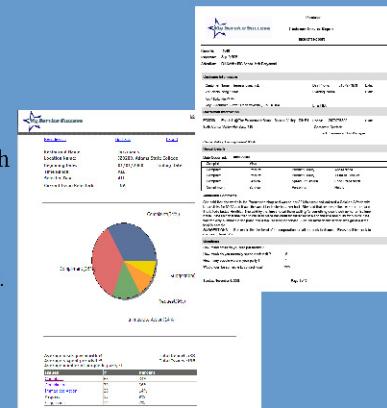
## Our Solutions

- e-Club Management
- Web 2.0 Management
- Online Training
- Networking Support
- Social Page Development
- Service Training and Seminars
- Blogging Support



The core of My Service Success is a proprietary application designed to capture your customers' experience and perceptions called Service Pulse.

- Easy-to-use web-based tools.
- Real-time data reporting through E-mail.
- Track manager follow-up with the customer.
- Drill down the data to target your focus for improvement.



Data is collected in two different ways:

- ✓ Through an optional service call center.
  - Phones answered with your business name.
  - Proprietary 800 number.
  - Personalized Support.
- ✓ Web Page
  - On-line customer feedback form.

"Service firms must collect data on service failures. Careful data collection and analysis can help firms document, categorize and learn from service failures."

(Harvard Business Review, Service Recovery)

**My Service Success**  
**(877) 633-5088**

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