

## 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!

~ Ray Woolever  
VP Good Year

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)



**My Service Success**

*Keeping a Pulse on Your Business!*



**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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**My Service Success**



# Service Solutions!

À la carte or Bundled, Your Choice!

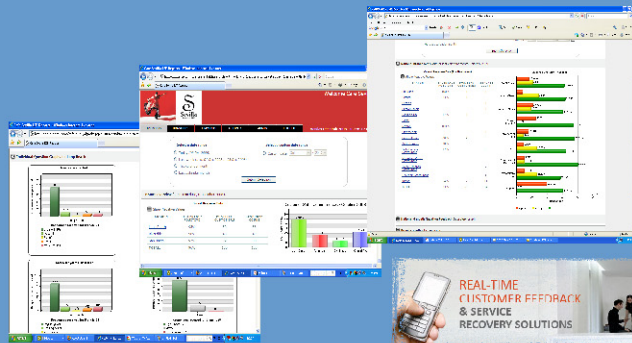


An automated low-cost service that allows you to interact with your customers using their cell phones. It enables you to obtain real-time feedback from your customers about their restaurant experience, compare the performance of your different restaurants, build a rewards program to encourage repeat 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?

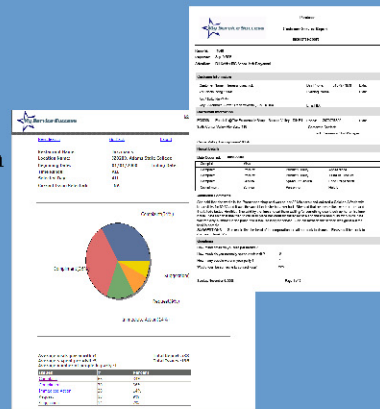


The core of My Service Success is a proprietary application designed to capture your customers' experience and perceptions called Service Pulse.

- ⇒ 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.



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



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“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)