

THE CUSTOMER SERVICE EXPERTS



Date	Loc	Name
12/03	961	Stephanie Petrie
12/05	581	Estevan Navarro
12/06	463	Allison Montoya
12/08	434	Heather Victoria
12/10	581	Donna Pacheco
12/12	839	Ruthlyna Harris
12/14	355	Yukio Habertzettl
12/26	839	Lorinda Ledesma
12/26	463	Branden Amey
12/28	101	Sara Mouissa
12/29	101	Letticia Perez



"The goal as a company is to have customer service that is not just the best, but legendary."

-Sam Walton



Service	Loc	Name
1 Year	839	Russell Wycoff
1 Year	299	Nancy Revuelta
1 Year	371	Yesenia Garcia
1 Year	371	Iliana Gonzalez
1 Year	371	Jazmin Perez
1 Year	581	Florine Pasricha

New Additions to the TCSE Family



TCSE began operations in Puerto Rico on November 14, 2008. With the addition of these new centers, we are very excited to continue a successful partnership with Developers Diversified Realty. We would like to extend a personal welcome to all Mall Management and TCSE personnel at these centers.

Ruth Henry, Regional Manager, comments, "Puerto Rico is a beautiful island and a great place for new TCSE growth! There are many opportunities for TCSE on the island and with the new team members that we have added to the TCSE Family we are headed in the right direction. TCSE's Puerto Rico team was able to pull through for the successful opening of 5 new properties in 2 days. We would like to thank everyone that assisted with the opening of these properties for ALL of their hard work. Welcome aboard Puerto Rico!"

We are pleased to welcome the following centers as part of the TCSE Family:

- ✚ Plaza del Atlantico
Arecibo, Puerto Rico
- ✚ Plaza del Sol
Bayamon, Puerto Rico
- ✚ Plaza del Norte
Hatillo, Puerto Rico
- ✚ Plaza Palma Real
Humacao, Puerto Rico
- ✚ Plaza Rio Hondo
Bayamon, Puerto Rico



Left: TCSE employee Betsy Sanchez works behind the Plaza Rio Hondo Guest Services booth. **Above:** Employee Edgar Oquendo is ready to provide excellent customer service to guests visiting Plaza Palma Real. **Below:** Plaza del Sol shopping center.



Comments???

Do you have any suggestions or comments about this newsletter? We are looking for your feedback!

Do you enjoy reading how to improve not only yourself, but the members of your staff as well? Do you have any stories to share with us? Did you visit another location and find yourself amazed at someone's customer service? We would like to know! Please email any information to Leticia@tcse.com –we want to know your opinions and stories! Thank you and have a great day!

T.C.S.E.

Management Team

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Vice President/COO

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Regional Managers

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MISSION STATEMENT

Our mission is to be **The Customer Service Experts.** Our Goal as a company is to positively represent and effectively serve each property individually. We strive to provide our clients with a partnership that delivers superior service operations.

Building Customer Loyalty

Most people accept the notion that “the customer is the boss”. Since customers play a vital role in our business, we must work hard to create loyal customers by providing them with excellent customer service.

Customer loyalty is a concept that includes 5 factors:

1. The overall satisfaction customers experience when doing business with you
2. The willingness to build a relationship with you and your company
3. The willingness to be a repeat buyer
4. The willingness to recommend you to others
5. A resistance to switching to a competitor (shopping at a different mall)

Interesting Statistics: On Average...

-Satisfied customers tell **5** people about good service.

-Dissatisfied customers tell **10** people about bad service.

-For every unsatisfied customer that complains, there are **26** other unhappy customers who say nothing. Of those 26 customers, **24** will not return.

-Of customers who take their business elsewhere:

15% find cheaper products elsewhere

15% find better products elsewhere

65% leave because of poor customer service

It is important to remember that a customer has a CHOICE of where to shop. You can be an integral part of helping customers decide where to shop, if you are willing and make the choice everyday to help create loyal customers.



The Joy of Giving

With the holiday season now upon us, most of us begin thinking about gifts that we want to purchase for our loved ones and holiday parties that we will attend. During this special time of year, let us all take a moment from our busy schedules to give thanks for our blessings and remember those less fortunate. Please keep in mind, “It's better to give than receive.” This holiday season, try to help someone in need. The simplest act of kindness may seem insignificant to you, but may mean the world to another person. Make this holiday season one to remember!

OUR SHINING STARS



YOU MAKE US A SUCCESS!

During the month of November, the average Secret Shop Report score was 72%. We would like to congratulate the ambassadors listed below that have recently received a score of 100 or more on their Secret Shop Reports. All of these exceptional employees will receive a small token of our appreciation. We want to continue to motivate each one of you to be the best.

YOU ARE THE CUSTOMER SERVICE EXPERT!

Loc	Name	Score
296	Edward	100
355	Lacey	100
434	Kerry	100
909	Kara	100



We hope everyone has a great and joyous holiday season! Please remember to spread the holiday cheer to all guests. We want our guests to know that we are filled with holiday spirit. It is mandatory to answer the phone by saying, “Happy Holidays,” and then proceed with your mall's greeting. When greeting guests in person, we must also greet with “Happy Holidays”.