

## THE CUSTOMER SERVICE EXPERTS



Date	Loc	Name
10/01	566	Romina Hartoonian
10/03	581	Nicole Suffolk
10/09	909	Carrie Foley
10/10	909	Lilia Navarro
10/13	371	Lesley Mathews
10/16	839	Russell Wycoff
10/26	371	Iliana Gonzalez
10/26	434	Emmitt Smith
10/27	542	Christine Fairchild



We would like to thank the following employees for their continuous employment as part of the TCSE family.

Service	Loc	Name
1 Year	382	Jeffrey Steinfurth
1 Year	581	Nicole Suffolk
1 Year	382	Andrew Trujillo
2 Years	266	Chris Harback
3 Years	581	Estevan Navarro



"Excellence is never an accident; it is always the result of high intention, sincere effort, intelligent direction, skillful execution and the vision to see obstacles as opportunities."  
- Author Unknown

## TCSE'S Expert Area of the Month

As a company, our objectives are maintaining and living up to our name as The Customer Service Experts. In order to accomplish this goal, we must all be experts in every aspect of our job. Each month, our newsletter will focus on one aspect of our job and will provide employees with training information to help elevate us to the "Expert" level. TCSE has set standards, and will not accept anything less than Excellence. It will be every employee's responsibility to reach the "Expert" customer service level through the help of training and teamwork.

### Handling Customer Complaints

The TCSE Expert Area of the Month for October is Handling Customer Complaints. Your goal as a Customer Service Ambassador is to satisfy your customer's needs, special inquires, and manage complaints. Managing customer complaints is an important area of customer service and handling them requires tact, patience and compassionate listening. It also helps to be prepared to receive complaints, since we are the customers' best resource for assistance.

When dealing with customer complaints, it is very important that we stay neutral. Try not to agree or disagree with the customer. Listen and demonstrate that you understand what they are saying and that you are confident that their concerns will be thoroughly addressed. Try to avoid becoming too closely associated with the complaint. Customer complaints typically involve some level of misunderstanding, so keep in mind that it is listening patiently to the customer that makes the lasting difference.

**Active listening:** Active Listening sends an immediate message that the customer's concern has merit and is valuable. Acknowledge their statement by saying: "You've come to the right place. We want to hear our customer's concerns. Tell me what happened." Then ... listen. Allow the customer to speak uninterrupted, maintain eye contact and nod your head from time to time to let the customer know you are actively listening.

**Comment Forms:** All locations are provided with Customer Comment Forms. Offer the customer a comment form. It is your responsibility to assist customers in completing this form. Customer comment forms are designed specifically to allow the customer to bring their concerns to the attention of Mall Management. Remember there is much to learn from customers who are willing to take time to fill out a comment form. All Customer Comment forms must be delivered to Mall Management the day following the report of that incident - no exceptions.

**Customer Expectations:** If you have somehow failed to meet a customer's expectation, explain that you recognize that and apologize. Give them a TCSE business card. Tell them that the corporate office is open mall hours and that they can call and explain that they are calling with a complaint about on-site service from a TCSE employee. Tell them that we have a good training program and your manager will work with you to better address a similar concern in the future.

## Comments???

Do you have any suggestions or comments about this newsletter? We are looking for your feedback! Do you enjoy reading about 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 [Letticia@tcse.com](mailto:Letticia@tcse.com) -we want to know your opinions and stories! Thank you and have a great day!

### T.C.S.E. Management Team

#### President/CEO

Robert Wycoff

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#### Vice President/COO

Sara Mouissa

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#### Regional Managers

Ruth Henry

E-mail: [ruth@tcse.com](mailto:ruth@tcse.com)

Olga Guzman

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#### Office Manager

Rena Zmolek

E-mail: [rena@tcse.com](mailto:rena@tcse.com)

### 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.



### NEW ADDITION TO THE TCSE FAMILY

SUNRISE MALL  
IN CITRUS HEIGHTS, CA!



TCSE began operations at Sunrise Mall (location 961) on October 16, 2008. Sunrise Mall features over 120 premier retailers and eateries. The shopping center is anchored by Macy's, Sears, and J.C. Penney. With the addition of this new center, TCSE is pleased to continue a successful partnership with the development team of Steadfast Commercial Properties.

**Remember: YOU create the experience for our guests.** Please remember to refer to the TCSE value cards and TCSE Circle of Life to help you create the perfect experience for your guests. The "Experience" that we create for our guests makes us stand out beyond any competitor in our industry. People have many places that they can do their shopping; however, there aren't many places where they will receive an "experience". If we are following our guidelines and living our values, we will create that experience not only for our guests and clients, but for each other as well.

Thank You!



TCSE would like to acknowledge and thank Paul Jensen, Assistant Manager at The Promenade in Temecula! Paul has used his creative ideas to develop and implement a new Gift Card Reconciliation Form for his location. Ruth Henry, Regional Manager, stated, "Since the start of his employment with TCSE, about a year ago, Paul has come up with several ideas for improvement of TCSE Operations. Although we are not able to implement all of them, Paul has continued to develop and offer new ideas. We would like to thank him for our new Gift Card Reconciliation Form. It will help TCSE to save paper, time and space. We would like to encourage everyone to offer any ideas they may have for the betterment of TCSE and/or their location. Keep up the great work Paul! We look forward to future ideas."



# Happy Halloween

### RECRUITMENT PROGRAM:

T.C.S.E. Inc. has provided recruiting cards to all employees and managers. Please have these cards with you at all times. When you experience great service from outside companies and individuals please give them a recruiting card with your name on it. If these individuals call T.C.S.E. Inc. and get hired there will be a bonus for whoever recruited them. In order for you to be eligible for a bonus the individual you recruit must be employed with T.C.S.E. Inc., for 3 months or longer and must be in good terms with the company.

**BE PROACTIVE!**

### OUR SHINING STARS



### YOU MAKE US A SUCCESS!

During September, the average secret shop report score was 79%. Although this month's average secret shop report score was unsatisfactory, we want to motivate you to provide exceptional customer service to all you interact with. We would like you to strive to achieve exceptional scores on all Secret Shop Reports in the future and we expect to see improvements in next month's secret shop reports.

Although we did not have many exceptional secret shop scores, we would like to congratulate the ambassador listed below. She recently received a score of 105 on her Secret Shop Report. This exceptional employee 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
581	Ryen	105