

GULF STREAM



COACH, INCORPORATED

Phone Pro
Attn: Brenda Follis
2301 East 45th Street
Indianapolis, IN 46205

RE: Phone Pro Letter of Recommendation

Dear Brenda,

Customer Service is the cornerstone for our business and a national campaign promoting our "Gold Program", a service we provide for our customers with their own personal contact for customer service support. Our goal is to keep our customers satisfied and loyal for the long-term by providing a "World Class" customer service experience. We want to make sure that every incoming phone call, email or fax we could better recognize and meet our customer's needs with consistency of response as well as the speed of the response to inbound inquires. We contacted Phone Pro to provide phone etiquette skills and call management skills.

In our assessment Brenda Follis our trainer was able to sit in and listen to random employees on the phone with customers the day before the training program started. She became quite knowledgeable about our business, the work that we do and the types of problems that we encounter and the terminology used. She customized our training to our business needs. She was able to see our strengths and our weaknesses and reveled all opportunities for improvements. She had a wonderful sense of humor and I was impressed with the degree of professionalism in providing training. Brenda had a very positive impact on everyone attending. Our employees left with enthusiasm for new found tools and approaches.

Brenda provided training on:

1. How to listen, empathize and communicate.
2. Basic psychology to score high in Caller Communications 101.
3. Project the right attitude by projecting the right voice tone.
4. Choosing the best words to make the best impression.
5. Tuning a negative situation and response into a positive experience and message.
6. Effectiveness of handling calls with a lower stress, raising performance levels.

We also participated in the Coach the Coach program which has proven to be an invaluable source of direction, consensus-building, support and encouragement for our staff. We follow through with bi-weekly reviews to insure that the phone pro technique is being fully implemented to continue our learning process. It is a pleasure to walk through my department and hear the difference that Phone Pro has made, even from positive acknowledgement from our customers that our noticing and responding to us.

I highly recommend Phone Pro and Brenda Follis our trainer to anyone that is looking to increase the skills and efficiency of their customer service support staff. Please contact me if you have any other questions.

Sincerely,

A handwritten signature in black ink that reads "Cindy Hathaway". The signature is written in a cursive, flowing style.

Cindy Hathaway
Director of Service
Gulf Stream Coach
800-289-8787 ext 3300