

C • POINT MARKETING

*The golden rule for every
businessman is this:
“Put yourself in your
customer’s place.”*

Orison Swett Marden

SUPPORT monitors every aspect of an order and is there to answer every question. Support is our passion. Above-and-beyond support is the rule at C-Point Marketing, not the exception.

Support helps prevent you from making costly mistakes.

- C-Point Marketing has trained specialists reviewing each order for accuracy.
- Our specialists will notify you should any issue arise, provide solutions, and correct the issue with your approval.
- Our support people are trained to be your intermediary for ordering, printing, and mailing.

Example:

During review, our Mailing Specialist realized that a client entered the same permit number for both the Business Reply Permit and the Bulk Mail Permit. This is a common error.

Our Mailing Specialist alerted Support who then contacted the client’s local post office. Support retrieved the correct permit numbers and corrected the agent’s order.

Support makes ordering simple.

- Our Support Specialists are trained to work with all levels of computer competency.
- They will walk you through entering your order and explain the process thoroughly to help you become more proficient.
- They can place the order for you.

Example:

One client felt uncomfortable with placing and proofreading an online order. He knew if he did not place his order that day, he would lose his co-op funds

The Support Specialist accommodated the agent by entering the site along with the agent, and walking him through the ordering process.



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Support helps solve issues you may encounter with your campaign.

- Support Specialists will contact your local Post Office to resolve problems before mailing.
- Support will keep you apprised of the status of your order.
- We track your order and resolve any shipping issues that might arise.

Example:

A client contacted Support with a concern that he had not yet received any of his business reply cards. The specialists communicated with the agent's local post office and found that the cards were ready for pick-up.

Support puts the “custom” back in customer service.

- Support Specialists have the tools and knowledge to furnish you with custom reports.
- Support Specialists will facilitate custom changes to your orders.
- C-Point Marketing constructs a system with your requirements in mind.

Example:

An unexpected request from a government agency required one of our clients to produce a custom report listing every seminar date their agents had booked over the last six months. C-Point Marketing's Support Specialists gathered all the necessary information, formatted and produced a complete report that was sent to the client the next morning.

Support has trained specialists ready to assist you.

- When you phone our support line you connect directly with our staff.
- Our phone lines are staffed with fully trained, knowledgeable people.
- You have the comfort knowing your question or problem will be handled right away by our experts.

Example:

Not every high-tech innovation is good for customer support. Consider automated phone answering systems. While automated systems may be efficient, we believe they do not belong in an organization dedicated to truly great support. Customers want to speak with people who can immediately address their concerns.

This is why C-Point made the decision to have knowledgeable, trained staff answer your phone calls. C-Point Marketing wants your marketing efforts to succeed. We know that your success is our success. We will do whatever it takes to ensure that it happens. THAT's the real point of Support and that's what we offer to you.

