MEMBER SPOTLIGHT

Specialty Print Communications
Commitment to Innovation

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Customer experience is a high priority. It is so important that 86% of consumers will pay more for a better experience.*

What to expect —
Customer Service Professional certification program

- The ability to confidently handle dissatisfied clients
- Exceptional communications skills
- Knowledge of workflow and production process
- A grasp on proper print and color terminology
- Professional grammar, listening, and writing skills

Stop Playing the Customer Service Game—Start Winning It!
Visit WWW.PRINTING.ORG/CSP to learn more.

Correction:
In the Summer Forecast issue of The Magazine, Renée Yardley of Rolland was misidentified as Michelle Bartolini.

What percentage of consumers will pay more for a better customer experience?

23%

67%

52%

86%