



The North American Conference on
**CUSTOMER
MANAGEMENT**

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Disneyland Hotel, Anaheim, CA

putting the customer at the heart of the business

**The North American Conference on Customer Management
(NACCM) www.ecsw.com/naccm
April Fast Guide**

NEXT NACCM: November 16-19, Disneyland Hotel, Anaheim, California. Use the link to find out more and to reserve your place:

<http://www.iirusa.com/naccm/18095.xml>

Thou shalt...How to write a customer-friendly notice

Customer notice on the wall of Woundabouts, a toy store in San Francisco:

1. Please do touch the merchandise
2. Feel free to play with anything in the store, except the employees
3. If you break it ... relax. We know you didn't mean it.
4. Because we care ... share demo toys with others!
5. Food and drinks allowed ... Enjoy!
6. Speak any language ... except foul.
7. If you are under 18, you must be with someone older.
8. Our toys carry a lifetime guarantee – the lifetime of the TOY, not YOURS.
9. All sales are final (more or less).
10. Most importantly, our employees are instructed **NOT** to say, "Have a Nice Day"

Source: Nigel Barlow, who used to run Tom Peters' UK operations. You can find out more about Nigel here: <http://www.nigelbarlow.com>

What about **your** customer communications: how friendly and personable are they? Do you speak to customers in a distinct, unique 'voice' that conveys your organization's personality, as Woundabout does in the above example? Or do you communicate to customers in bland corporate-speak that could be from any organization? **Phil Dourado**