

April Customer Newsletter



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Tip of the Month

-Ryan Condon, CEO-

Employee Satisfaction = Customer Satisfaction?

The old saying in business, "My people are my most important asset", never a truer statement. The people in your business can make or break your product or service in the eyes of your customers. If employees are happy, feel appreciated and rewarded properly for their effort, it is more likely to reflect positively in your sales and service satisfaction scores. The two are definitely connected. *Sometimes* your employees contribute to your business because... "It's their job." *All the time* your employees contribute to your business when they feel appreciated. This is human nature. Don't take the risk. Make it your business to know where your employees stand *All the time!*

SATISFYD Application Enhancements

We are pleased to announce the following new features. Click the following links to learn about each new feature!

- [Performance Enhancements](#)
- [Bug Fixes](#)
- [New Features](#)

Keep talking... we are listening! Please send your

Upcoming Events

Creating Profitable Customers for Life Webinar

Customer profitability is directly linked to meeting your customers' needs on a consistent basis. This webinar will help give you the foundational tools to calculate the lifetime value of your customer, benchmark your existing process against equipment industry best-in-class approaches, and communicate the steps to start your organization down the path of meeting your customers' needs. A key differentiator in dealership growth over the next 10 years will be how well you meet your customers' needs.

[Click here to register!](#)

May 13, 2014 10-11am CDT

SATISFYD Enhanced Service Programs


SATISFYD has announced a new

Keep talking – we are listening! Please send your valuable feedback to support@satisfyd.com.

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SATISFYD has expanded services to meet customer needs. Contact our Marketing Coordinator, Christine Lockwood (clockwood@satisfyd.com) to receive more information on:

- **SATISFYD Guarantee**
- **Dealer CEM Consulting**
- **Taking your Business to the Next Level**
- **Top Dealer Award**

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