

At PAR, We Pride Ourselves on

# "Being a Duck!"

At PAR, we are committed to providing you with the absolute best Customer Service there is. In fact, our Customer Support Department has a special motto: "Be a Duck!" Ducks seem calm as they glide through water, but underneath, they are paddling furiously. This attitude—to do whatever it takes to make our Customers happy—is shared by everyone at PAR. In fact, all PAR staff members have a small rubber duck in their office as a reminder of this philosophy.



We'd like to share some of our "Be a Duck" experiences with you. We hope you enjoy reading about what we do on a daily basis. At PAR, Customer satisfaction—your satisfaction—is our most important product.



*Here is an excerpt from a letter we received from a Customer who called inquiring about an assessment that we do not carry:*

"Approximately two weeks ago, I was trying to find an order source for a test but could not find it listed with any of the usual companies with which we do business. I called PAR and asked Genevieve Hughes if there were any way to find the test with your resources. Ms. Hughes could not find any mention of the test. Within a few days, however, I received a postcard with the address and e-mail of the author. With that information, we were able to find the source and order the test. Ms. Hughes certainly went the extra mile in Customer service, and we greatly appreciate her assistance. Too often only complaints are received by a company, but it is still excellent Customer service that makes my job so much easier and more pleasant." —Diana Kuzara, Billings, MT



*Here is an excerpt from a letter we received from a Customer who called to rectify an ordering error:*

"On a recent order we placed with your company, we accidentally ordered the older version of the Conners protocols on the same order that we placed for the Conners 3 manual and for Conners 3 flash drives. When I called your Customer service department and spoke with Tamara, it was one of the best Customer service experiences I have ever had. She sincerely apologized and offered a discount on replacing the items with the updated versions and, since I was stressed about trying to figure out how to return the wrong product, she even offered to have FedEx come out to our building and pick them up at no charge. Tamara also gave me [the] name and email address [of one of your sales representatives] so I can contact [her] in the future for assistance or discounts in placing orders. She was so friendly and helpful, and I think [she] really went out of her way to help me...I thought your company would like to know about this great Customer service experience." —Rhonda Nelson, North St. Paul, MN



*Here is a note we received from a Customer and PAR author who recently called us:*

"I placed an order recently through Nick Vargo. He kindly sent a personal note by surface mail that acknowledged the nature of our conversation and offered to provide assistance in the future, if needed. I want to complement Nick, you, and others for adding this lovely touch to your client contact." —Dr. Thomas Oakland, Gainesville, FL



*Here is a story about how a PAR staff member helped a Customer with above-and-beyond service.*

A Customer had misplaced her test manual for the Trauma Symptom Checklist for Children (TSCC) and needed a quick way to score and evaluate the scale elevations on the TSCC she administered. Sending the manual to her using overnight delivery would not provide her with the information she needed quickly enough to prepare the report she needed for her early morning meeting.

I remembered that we offer the TSCC Scoring Program and that the program produces a score summary and profile report. Although we do not offer a scoring service for the TSCC, I asked the Customer to provide me with the item responses by phone and the demographic information for her client. It took me only 5 minutes to enter the responses into our TSCC software program and prepare the report, which I quickly e-mailed to her. The Customer was very grateful and sent me this note: "Thank you so much, Ms. Dwoskin! You went above and beyond to assist me today and I really appreciate it!!! You were so helpful! I would like to compliment your Customer service skills and professionalism. Please forward a copy of this to your management as I'd like them to know what a good job you do! Thanks again." —Luann M. Klindworth, PhD, LP