April 2, 2008

Mr. Jonathan Prospect
VP Sales
Pursuit Corporation
300 Apple Tree Lane
Suite 400
Dayton, OH

Dear Mr. Prospect:

How do your people measure up in resolving customer issues in just one effort?

See for yourself with the attached ***Support Metric of the Month*** on first contact resolution rate – drawn from the SSPA benchmarking archive, the most robust data set in the industry.

It's yours with my compliments – including a list of best practices you can employ to not just benchmark your first contact resolution rate, but improve it.

One frequently overlooked way to improve first contact resolution rate is best-of-breed relationship management skills training like the SSPA Support Staff Excellence Program developed in partnership with Impact Learning Systems. It's been proven to significantly improve first contact resolution rates based upon head-on pilot tests against peer groups.

If a high-performing support staff is a high priority with you, we should talk. I'll be contacting you shortly to arrange an exploratory discussion.

Or you are welcome to take the initiative and call me at the number below.

Sincerely,

John

John Doe
Account Manager, Support Staff Excellence Program
Impact Learning Systems
800-1234-4567, Ext. 901

PS: If you feel other members of your organization would benefit from the attached ***Support Metric of the Month***, feel free to forward it. And stay tuned for additional installments on important support organization metrics in the months to come.