

TECHNOLOGY ▶ SOLUTIONS ▶ RESOURCES



MEMBER SPOTLIGHT

Specialty Print Communications
 Commitment to Innovation

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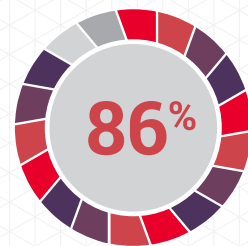
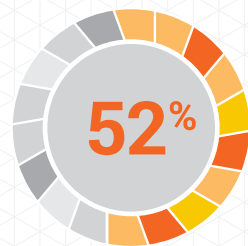
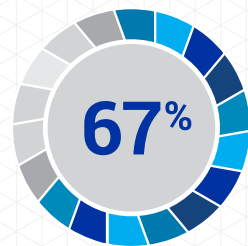
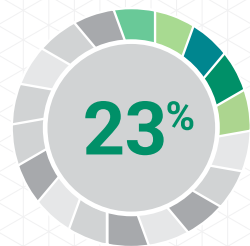
December 2018 vol 10 issue 8 \$15

Printing Industries of America and Its Affiliates—Your National and Local Resource



DO YOU KNOW?

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



86%

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

*Harris Interactive, Customer Experience Impact Report

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

\$295

PIA Members

\$495

Non-Members

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

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Sarah Sudar, Copywriter,
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Correction:

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

Renée Yardley is VP of Sales and Marketing at Rolland.

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