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A WOMAN-OWNED
SMALL BUSINESS

A Letter from Kim



Customer service is more than a department - it is the heartbeat of every successful organization. It shapes your customers' perceptions of your brand, influences whether they return, and determines whether they recommend your business to others. Satisfied customers return, refer others, and build long-term loyalty. Conversely, poor service quietly

erodes a company's reputation and revenue, often without warning. Hopefully, after a customer complains, you can correct the problem and make amends. However, many customers never voice their dissatisfaction; they simply disappear, taking other customers with them. This silent departure can leave organizations confused, frustrated, and unsure of what went wrong.

Research shows that customers leave for a variety of reasons, but the most alarming statistic is that 68% depart because sales professionals were apathetic or indifferent. Only a small percentage leave due to product issues or competitive alternatives. This underscores a powerful truth: customers rarely expect perfection, but they do expect to be valued. When they sense indifference, they disengage. When they feel appreciated, they stay.

With insights like these, it becomes clear why customer service must be intentional, strategic, and continuously improved. That is why we have developed the *10 Commandments for Superior Customer Service*.

10 Commandments of Superior Customer Service Part 1

The 10 Commandments of Superior Customer Service is a framework designed to elevate service quality and build lasting relationships.

1. Thou shalt thoroughly research the customer base.

Understanding who your customers are — their needs, preferences, and motivations — is the foundation of exceptional service. Research reveals not only who customers are but also how they think, what they value, and what motivates their decisions. This insight becomes the compass for all service-related strategies. Organizations that invest in understanding their customers gain a competitive advantage by delivering experiences that feel personal, relevant, and thoughtful.

2. Thou shalt trust the research.

Collecting data is only the first step; acting on it is what creates impact. Too often, organizations gather valuable insights but fail to apply them consistently. Leaders must rely on data rather than assumptions or outdated habits. When research is sound, it becomes a reliable guide for improving products, services, and customer engagement strategies.

10 Commandments of Superior Customer Service Part 1

3. *Thou shalt detail what the customer needs and wants.*

Understanding customer needs requires active listening, observation, and ongoing engagement. It means asking thoughtful questions, analyzing feedback, and paying attention to subtle cues. When organizations understand the deeper drivers behind customer behavior, they can anticipate needs and deliver more personalized service.

4. *Thou shalt benchmark the present level of service and raise its standards.*

In today's competitive marketplace, complacency is dangerous. Customer expectations evolve rapidly, and organizations that fail to adapt risk falling behind. Benchmarking helps organizations understand their current performance, identify gaps, and set higher goals. Raising standards is not a one-time effort; it is a continuous process. Customers have options, and they will not hesitate to explore alternatives if their needs are not met.

5. *Thou shalt create action plans to correct flaws rapidly.*

Problems are inevitable, but delays in addressing them can permanently damage trust. Having action plans in place ensures that employees can respond quickly and effectively when issues arise. Speed and clarity during problem-solving moments often determine whether a customer stays or leaves. When organizations respond swiftly and confidently, they turn potential losses into opportunities to strengthen loyalty.

Customer service can make or break your organization. Keeping your customers happy will create positive word of mouth, deliver value beyond preconceived expectations, increase customer satisfaction, and, ultimately, increase sales. Together, these first five commandments create a powerful roadmap for organizations committed to exceptional service. In our next issue, we will explore the remaining five commandments and how they further reinforce a culture of customer-centered excellence.

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2026 Boot Camp Dates

April 20-23, 2026	Live, Virtual PMP®
June 1-4, 2026	Live, Virtual PMP®
August 10-13, 2026	Live, Virtual PMP®
October 5-8, 2026	Live, Virtual PMP®
December 7-10, 2026	Live, Virtual PMP®

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PMP® EXAM PREP CLASSES

*You pass or we pay
for the 2nd and 3rd test*

Truth

Proverbs 14:23

In all toil there is profit, but mere talk tends only to poverty.

Romans 5:8

but God shows his love for us in that while we were still sinners, Christ died for us.

Treat each customer as if he were the endorser for your paycheck. . . he is you know!

We want to recognize students who have successfully passed the PMP® Exam.

What are your favorite hobbies?

Fishing, camping, anything outdoors

What was the most challenging thing about the Boot Camp?

Starting at 7:15am

What was the best thing about the PMP® Exam Prep Boot Camp?

Getting the proper knowledge needed to pass the PMP exam.

How do you think the PMP® Certification will help your career?

The PMP Certification will continue to advance my project management career by showing that I have the skillset necessary to complete projects successfully.

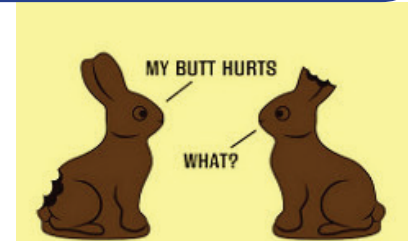
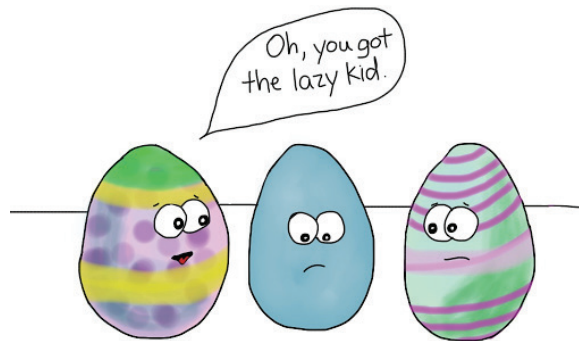
Please write a recommendation about our class.

If you're thinking about doing the PMP Bootcamp with The Mathis Group, I genuinely recommend it. I went through their program myself, and it made a huge difference in how prepared I felt. The bootcamp is definitely intense—long days and a lot of material—but it breaks everything down in a way that actually sticks. By the time I got into the practice exams, I could tell the structure and pacing from the bootcamp were paying off. Honestly, I even told one of my work colleagues that I thought their practice tests were tougher than the real thing, which ended up being a good confidence boost going into the exam.

What I appreciated most is how much support they build into the process. Before class even starts, they send you baseline tests, prep materials, and checklists to help get everything lined up. The Mathis team are super organized and make sure you know exactly what to expect each day—Zoom links, downloads, guidelines, all of it.

If you're someone who learns best with structure and real accountability, this bootcamp is a great fit. It keeps you focused, gives you the strategies you need, and pushes you just the right amount. And once you start hitting those 80%+ scores on their practice exams, you'll know you're ready.

Fun - Easter Cartoons



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PMP® EXAM PREP BOOT CAMP

APRIL 20-23
JUNE 1-4
AUGUST 10-13

Don't fear the PMP® exam certification test any longer! This fast-paced boot camp prepares each participant with all the core competencies to pass the PMP® exam the first time while providing you with 35 contact hours. Using PMI's study material aids students by providing the exact content that will be on the exam.

For more information and to register, go to www.themathisgroup.com/bootcamps

WEBINARS

APRIL 6 - STRATEGIC VISIONARIES:
Guiding Portfolios Toward Future Value Creation

MAY 22 - AI AS YOUR PROJECT LEADERSHIP ASSISTANT:
Quick Drafts, Rapid Brainstorming, and Efficient Content Creation

JUNE 16 - MAKING IT STICK:
Ensuring Lessons Learned Become Lessons Applied

We know that it can be hard to schedule continuing education for your team. We offer free monthly webinars that can be watched as an individual or a group. This 1-hour of training can be used to hone skills that your team needs. We include a Webinar + Notes with discussion questions to guide your group to learn from each other. If you can't make it to the live session, a replay link will be sent out.

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