

7. Specific e-mail marketing around special events, coupons for birthdays, etc.

8. Opportunities to build a library of customer testimonials

Action items

1. Implement specific time frames to update and complete all required fields in CRM

2. Establish goals and deadlines to get a certain number of customers "complete" in the CRM

3. Structure a plan for implementation of one or several connecting opportunities

Building a strong customer relationship management system will open significant opportunities in all aspects of your life.

The key is to start today with a goal and focus on connecting with individuals over the long term.

Remember to always give more than you receive.

Verizon Wireless staff steps into fitness

WELL ON THEIR WAY

More than 500 employees at the Verizon Wireless Customer Service Center in Cranberry Township got out of their cubicles on a sunny afternoon to participate in a run/walk to benefit their health.

The inaugural Crash the Woods 5K/1 Mile Fun Run Walk on May 22 is part of a wellness program at the center.

The event started and finished at the center's parking lot, traversing a course through the Cranberry Woods office park, with water stations and volunteers along the way.

Lee Anne Davison, Verizon's employee wellness coordinator, said the company promotes a healthy culture for its employees. More than 70 percent of the center's 800 employees took part in two running/walking sessions.

"It's a great culture here. We are able to participate in health and wellness programs, and so many people volunteer to make them a success."

**David DePace,
supervisor for Verizon**

The wellness program has become successful among Verizon employees, Davison said.

More than half of the employees also belong to the center's state-of-the-art fitness center.

The wellness program offers employees personal training services, nutritional counseling and smoking cessation classes.

David DePace, Verizon's supervi-

sor of data tech support, said the Crash the Woods was a great event for the employees.

"It's a great culture here. We are able to participate in health and wellness programs, and so many people volunteer to make them a success," he said.

Michele Bowman, a customer service representative, joked it was great to be able to go out and have recess at work.

Bowman added she likes the wellness program at Verizon and the ability to go to the gym here.

"It's great to get out of the office and enjoy the weather," said Mat Gardner, customer care supervisor. "It's a big building, so it's nice to go out and see everybody out and about."

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