

Customer Service Investigation: Write Away, Inc. Adds Mystery Shopping to Services Menu

ASHEVILLE, NC – July 20 (SEND2PRESS NEWSWIRE) – Write Away, Inc., based in the mountains of western North Carolina, is a full-service editorial company that has recently added mystery shopping services to their client offerings; the business' subdivision is doing business as CSI – Customer Service Investigation.



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“As the business has grown and evolved,” Bryan Sullivan, Director of Growth and Development said, “we have discovered that many clients wish to improve their position in the marketplace by keeping one step ahead of the competition while improving their bottom line. Mystery shoppers can help clients to achieve this goal.”

CSI focuses on mystery shopping services for restaurant franchises and management groups. In addition to providing quality editorial reports, Bryan and his spouse, Liisa Sullivan, president, Write Away, Inc., both have backgrounds in the food and beverage business.

Bryan is a graduate of the New York Restaurant School and owned and operated

a high-end catering business in Naples, FL. Liisa assisted with the business and has worked in several restaurants during her career. She has an MA in Media Studies from the New School for Social Research in New York City.

“Bryan and Liisa bring not only restaurant experience to the table, but also editorial know-how and sales savvy,” one satisfied customer said. “Their shoppers are personally trained to have an eye for detail and deliver invaluable information that helps to retain future customers rather than have them walk out or never return. Their service was inherent to my restaurant’s success.”

Liisa writes for several national and regional magazines; daily and weekly newspapers; and business-to-business newsletters. She specializes in writing about the food and beverage business.

“Liisa’s passion for food writing is reflected in her regular features on chefs and restaurants in Southeast Food Service News,” Elliott R. Fischer, Publisher/Marketing Manager, said.

Bryan’s sales and culinary experience contribute to the comprehensive mystery shopping training program and also in developing and nurturing relationships with clients. Prior to working in the culinary field, he was a sales assistant on the floor of the NYSE.

“We will develop a personalized plan for each client,” Bryan said. “If a client is having a problem with customer retention, we can help them find out why. Questions can be customized based on individual need.”

Each client will receive a written narrative and accompanying qualitative evaluation form that will evaluate positive and negative performances; clients can request as many shops per year as they wish. Comparison shops are also available.

For more information about Write Away, Inc. and their mystery shopping services visit: www.writeawayplus.com

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