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2 March 2012

TO WHOM IT MAY CONCERN

Dear Sir/Madam

TESTIMONIAL - RICHARD COLES

Richard Coles took part in an initiative for our company to assess and then improve our customer service. Already recognized as customer service minded restaurant group, we wanted to take our service to the next level. We assigned Richard the task of visiting our four restaurants, as a “mystery diner” and then write his observations of each. Then we asked him to visit again and this time give his written recommendations for improving or strengthening our customer service.

Following this stage he visited each restaurant again and delivered a two hour interactive seminar at each that involved discussing various customer service initiatives, based on his findings, that the staff can implement and deciding how they can move forward. Each staff member agreed that customer service is the ‘magic’ differentiator for any company. A plan to sustain the learning and action plan going forward were also discussed.

Following this Richard met with me to over all discuss and debrief the initiative at the restaurants.

I recommend Richard for any similar project. His career has provided extensive experience as a customer at hundreds upon hundreds of hotels and restaurants, retail sector and the travel industry in general. Richard has a 35 years career with quality airlines such as Qantas, KLM and Emirates Airlines. All this experience is now benefiting his training and consulting with organizations.

I recommend Richard for your organizational customer service initiatives, whether that is by consulting, a project such as ours, training or coaching. Our work with him resulted in a comprehensive and valuable effort involving all of his expertise.

Yours faithfully
GOOD FOOD TRIO COMPANY SDN BHD

Sze To Yuen Yin
Director