

For Immediate Release

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Top 5 Reasons Why Knowland Customer Service Rocks!

Knowland's client care services leave competitors in the dust

Washington, DC 3/30/11 – Of all the ways [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, fulfills its number one mission of adding client value, customer service is often what sets us apart the most. In stark contrast with others in the hotel meetings management and sales and catering software industry, who seem to treat customer service as a necessary evil, Knowland makes it a welcome priority.

Here are just the top 5 reasons why Knowland's client care crushes the competition:

1. We are free!

There are few things more frustrating than paying for something that should be free – and then not getting your money's worth. Hotels regularly shell out thousands of dollars for maintenance agreements just to guarantee that a customer service representative will eventually call them back when they have a question or need help. Then when they finally do get a call back, the service is completely lacking in, well, service. Hotels have had to hire their own internal expert on specific meetings management software so they don't have to rely on the software company's spotty-at-best support.

At Knowland, we've taken an entirely different approach. First we built a larger client care team than anyone else, providing them with extensive and continual training on what it means to give exceptional customer service. Then we made them available to every single client – for free.

2. We can be reached MANY different ways

Knowland is accessible no matter where you are or what means of communication you prefer. We're available by phone, e-mail, the online chat within our applications, Facebook, Twitter, smoke signals, Morse code or telepathy! The idea is to give every client instantaneous access to everything our client care team has to offer. Unlike our competitors who want to keep their clients at arm's length, we WANT to build a relationship with each and every one of them.

3. We are proactive about our client care

We don't wait for our clients to come to us – we go to them. Knowland Client Care professionals are in constant contact with our clients.

"We build a professional relationship with them," Knowland Client Care Manager Lauren Wilson explained. "Our clients love it because we aren't just a person on the other end of the line like our competitors, they know us and we know them."

The Client Care team also performs regular audits to ensure that customers are using Knowland's products correctly and to their fullest potential. Our proactive approach is a pleasant surprise for clients who are used to being the ones having to chase down help when they have a problem.

Knowland Client Care Representative Debbie Hooks recently received a rave review from Richard Secord, an Area Director of Sales and Marketing at the Columbia Marriott in Columbia, SC. Debbie noticed a hotel in his comp set had not been active since November, so she contacted the hotel and found out the meeting space was undergoing renovations. To compensate, Debbie found several other hotels in Columbia and in neighboring Charleston, SC that Richard could add to his comp set to generate more sales leads.

"I'm so impressed that Debbie noticed the hotel wasn't taking on group business before I even did," Richard said. "The Knowland Group is already extremely helpful when I need them but the extra effort on Debbie's part proves to me even more that Knowland is on my side and wants my team to succeed. I cannot thank Debbie enough for her hard work and dedication. I have worked with Dave McKean and the Knowland Group in North Carolina and Washington, DC and appreciate its value in each market I represent."

4. Our clients are more than just a number

When a hotelier signs on with Knowland, they are assigned their own personal Client Care representative. The same team member is that client's personal point of contact for questions, troubleshooting and everything in between. We do this as a way to build long-lasting partnerships between Knowland client care and our clients. If a client's assigned representative is away from the office, any member of Knowland's highly-trained team is available to offer assistance.

5. We are here to help – come rain, snow, sleet or hail

Knowland's client care team operates from 8 a.m. to 8 p.m. EST. Due to our commitment to providing world class customer service, we will never close our Salisbury, MD [Event Booking Center](#) because of inclement weather. No matter what Mother Nature throws our way, our trained professionals will be present and ready to assist the needs of our clients. We may have to shovel our way inside the building, but when our clients need us the most we'll be on the other end.

To read more success stories from Knowland Client Care, click [here](#).

About The Knowland Group

The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales in the hospitality industry. The company, headquartered in Washington, DC, serves over 3,000 hotel clients and nearly 20,000 users globally. Knowland was ranked as the fifth fastest growing software company (public or private) in North America by Deloitte and the second fastest growing private company in the travel industry for both 2009 and 2010 by Inc. Magazine. For more information, visit www.KnowlandGroup.com, call 410-860-2270, or follow us on Twitter [@knowlandgroup](#).