



Department of State and  
Regional Development

First for Business

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Ms Michelle Pascoe  
Managing Director  
Optimum Operating Procedures & Services Pty Ltd (OOPS)  
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16 APR 2007

Dear Michelle

Thank you for conducting the "Enhanced Customer Service" workshop for the Women in Business Growth Strategy workshop series held in Campbelltown and Wollongong on 27 & 29 March 2007, respectively, for the NSW Department of State and Regional Development.

A total of 80 women participated in the two workshops and 55 completed evaluation forms. Results of the feedback forms collected at your workshops showed that:

- 100% of the participants were "satisfied to very satisfied" that your workshop would be useful to them in their business;
- 100% indicated that they were "likely to very likely" to implement what they had learnt into their business; and
- 100% rated your delivery of the workshop as "good to excellent".

You may be interested to note some of the many positive comments about your presentation:

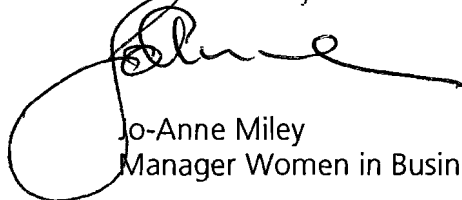
- "She made a very enthusiastic impact on my thoughts on customer service";
- "Michelle was enthusiastic and kept the topic interesting - really enjoyed the day";
- "Best that I've seen in a long time";
- "Michelle was a wonderful speaker and am so envious of her communication skills";
- "Well presented, funny - kept us with the program, time just flew past";
- "Michelle is like a breath of fresh air - very positive"; and
- "Initially, I wondered how the topic could be sustained and enjoyable. I've been left 'panting' for more.";

Regarding the training material, some participants commented that workshop notes needed to be numbered in order of topics.

Overall it was perceived as a highly useful and interactive workshop. You made a strong impression on the participants, who were impressed with your delivery.

Thank you again for your professional work on our behalf.

Yours sincerely



Jo-Anne Miley  
Manager Women in Business



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