Proofread*NOW* Helps Multinational Consultant

With offices in Ireland and Massachusetts, The Customer Respect Group, Inc. is an international research and consulting firm that studies corporate websites and uses its Customer Respect Index (CRI™) methodology to determine how well the online customer is treated. Many of the largest U.S. companies have adopted the CRI methodology to improve online customer satisfaction and loyalty.

The firm produces a wide range of reports, data analysis tools, website surveys and services to help monitor trends, common and best practices and improve websites. Its Industry Benchmark Reports summarize data gathered by the company's researchers and analysts, allowing subscribers to compare and contrast their programs with those of other companies in their sector or industry, or with the largest and/or best companies across all industries.

"We constantly review our list of websites to make sure we are following the industry trends. Our Industry Benchmark Studies and Reports are invaluable tools," says Terry Golesworthy, president of The Customer Respect Group.

Results from these studies are also distributed in the form of press releases to the media and have been reported by leading news sources and trade journals, including the *Wall Street Journal*, *New York Times* and *BusinessWeek*.

"We typically have a short window from the moment we get results from our studies to the time we need to get this information to the press. That means that we need a very fast turnaround for our press releases, but of course, it's important to do them properly. We rely on Proofread*NOW* to be a part of our communications team and make sure that all press releases, reports and other documents are thoroughly reviewed prior to dissemination," he notes.

Because of his extensive experience, Golesworthy often composes the initial draft of the press release. "I write as I think. Often, I'll finish writing by the end of the day, and then I'll send the document to Proofread*NOW* for review overnight. I'll have the perfectly edited version when I get in the next morning," he says.

This represents a breakthrough for the company. "Typos used to 'paralyze' me, and the process would get delayed. Thankfully, that is no longer an issue with Proofread*NOW*'s support. I can now get documents to our public relations agency two or three days earlier than before, so they have time to be more strategic. It also allows them to redirect their time from proofing and repeated editing to other mission-critical parts of our public relations program," he says.

Golesworthy was introduced to Proofread*NOW* during a networking event and sent some documents to the company as a test. "They made corrections to pieces we had sent out for years – we had seen them so many times that we missed the errors," he adds.

Streamlining the process with professional proofreading has meant that The Customer Respect Group can turn out more materials. Once sent out quarterly, their newsletter has become a monthly communication tool. Articles can be turned around faster as well.

"Using Proofread*NOW* is a simple idea, but it's very effective, especially in the case of businesses like ours that don't have a dedicated proofreader on staff. All of their editors are very good, and the quality is consistently high. I'm delighted with the service," says Golesworthy.

Proofread*NOW* is an industrial-strength copyediting service, available on the Web 24/7. Customers send documents to Proofread*NOW*'s server where they are reviewed and professionally edited by two experts from Proofread*NOW*'s worldwide team in as little as one hour. Using industry style guides and the customer's own style sheet, Proofread*NOW* finds grammar, spelling, punctuation, clarity, and style errors that escape the eyes of the writer and others who are too close to the process.

No advance arrangements are required, and jobs can be under way within one minute. Double-processing by at least two independent experts offers added quality assurance. Proofread*NOW* handles Word, PDF, PowerPoint, HTML, and text formats, and with 128-bit encryption and SSL, the service is secure.

For more information about The Customer Respect Group visit the website at www.customerrespect.com or call 617-378-3173. To learn more about Proofread*NOW*, visit the website at www.Proofread*NOW*.com, or contact Phil Jamieson at 978-887-6675.

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