



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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### ***CONNECTICUT INJURY LAWYER EARNS CUSTOMER SERVICE AWARD AT NATIONAL CONFERENCE IN CLEVELAND***

*Best-Selling business author, John DiJulius awards Carter Mario for his firm's world-class customer service*

**MILFORD, Conn. — (November 17, 2009) —** Carter Mario, President and CEO of Connecticut's leading injury law firm, Carter Mario Injury Lawyers has been employing world-class customer service practices in his Connecticut law firm since 1998, a unique feature for a law firm. First, his efforts led to Carter and his firm being featured in the best selling customer service book, "What's the Secret" by John DiJulius in 2008. And this November, DiJulius, who is known as the authority on world-class customer service, and his business consulting company, The DiJulius Group awarded Carter with the 2<sup>nd</sup> annual "*Customer Service Business of the Year*" Award at their Customer Service Summit in Cleveland, Ohio. The award was given to Carter Mario based on his firm's implementation and approach to utilizing world-class customer service systems within the firm's day-to-day interaction with clients—usually an overlooked, yet important part of operating a law practice.



Carter Mario, President & CEO of leading Connecticut law firm, Carter Mario Injury Lawyers

The Summit was a 2-day customer service learning experience, where 4 world-renowned speakers and authors as well as 4 top business executives from national leading brands, shared how to evaluate, improve, and become a World-Class Customer Service organization. Carter Mario was a speaker at the Summit, along with four other top executives from the shoe sales website, Zappos.com, The Ritz Carlton, Price Waterhouse Cooper and the Melting Pot Restaurants.

In addition, authors Verne Harnish ( "Mastering the Rockefeller Habits"), Shep Hyken ( "Moments of Magic", "The Loyal Customer"), Joe Calloway ( "Becoming A Category of One"), as well as John DiJulius ( "Secret Service", "What's the Secret") spoke at the Summit and shared their customer service and business growth secrets with the attendees. Over 300 attendees representing all types of businesses from across the United States and Canada attended the event.

"I have worked with numerous companies, from the Ritz-Carlton's Hotel to Starbucks, and have helped them implement some pretty impressive Secret Service Systems. However, none have been as impressive, well thought out and thoroughly executed as that of Carter Mario," says John DiJulius.

"It is important to note, that what Carter Mario is doing by successfully implementing his numerous systems and non negotiable standards, is not just impressive for a professional service firm to be doing, but they have created a model that any company in any industry can benefit from. It is obvious why Carter Mario has demonstrated incredible growth during one of the worst economic periods in history. Carter Mario has proven once again, being a World Class Client Experience organization can make a company recession proof and price irrelevant." adds DiJulius.

To find out more about Carter Mario Injury Lawyers, and how the firm is changing the way you should look at injury lawyers, please visit [www.getcarter.com](http://www.getcarter.com).

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### **About Carter Mario Injury Lawyers**

Founded in 1989 as a general practice law firm, the offices of Carter Mario Injury Lawyers have been exclusively representing the rights of individuals injured by the negligent conduct of others since 1998. With offices in Milford, Hartford, Waterbury, Bridgeport, and New Britain, Connecticut — the firm prides itself on obtaining a just, reasonable, and timely settlement for all clients.

Known throughout Connecticut as the "Safety Lawyers" for their frequent bicycle helmet giveaways, the firm has taken on the challenge of doing its part to educate the public and raise awareness on drinking and driving by offering the "Arrive Alive" Scholarship. Carter Mario Injury Lawyers is also involved in many community related events and educational programs through *CarterCares* — a program through which Carter Mario Injury Lawyers gives back to the communities they serve. For more on Carter Mario Injury Lawyers please visit [www.getcarter.com](http://www.getcarter.com).

