

Case Management

Customer contacts via phone, web, social media—manage them all on one platform.

Customers will typically tell 8 to 10 people about their negative experience with your company, and as many as one in five will tell 20 people.

Feedback Facts:

- Increase customer engagement
- Take negative comments offline
- Centralise all customer contacts on a single reporting platform
- 24/7 online remote user access
- Empower employees to address issues within their control
- Increase first time resolutions and reduce resolution times
- Work in conjunction with brand loyalty and audit apps
- Ability to remunerate and track voucher lifecycle and liquidity
- Win back unhappy customers

CUSTOMER CONTACTS

With more channels to contact companies than ever before, it is increasingly easy for unhappy customers to cause damage to your brand. Customers can call, email, complete web forms and surveys, post on social media etc. – all with remarkable speed. We need to be able to keep on top of it all, but that can be difficult when they come in through so many channels.

Market Force Information® found that 34% of customers who had a bad experience and requested further contact had no follow up. That's a terrible outcome for a brand that wants to have great ratings on TripAdvisor, Yelp, and other social media outlets: Customers will typically tell 8 to 10 people about their negative experience with your company, and as many as one in five will tell 20 people.

MANAGE ALL CONTACTS ON ONE PLATFORM

Market Force offers a unique Case Management solution that empowers brands to respond to all customer contacts via one innovative central platform. You can react and address feedback from all customer channels quickly and effectively.

- Receive all of your customer contacts on one user-friendly central platform and respond to customers faster
- Empower team members to address customer needs, defuse issues, comfort upset customers, and, crucially, win them back after a bad experience

Case Management: Customer contacts via phone, web, social media—manage them all on one platform.

SOLUTION
POINT OF VIEW

- Identify location-specific and company wide issues via our best-in-class reporting platform, enabling you to categorise and track all issues through to resolution, with unlimited 24/7 access
- Generate customised reports, available online or via automated delivery, and execute follow-up customer contact
- Implement instant email alerts for issues that need immediate attention, sent to the appropriate brand stakeholders based on type and severity of contact
- Integrate contact points with other location level feedback, such as customer experience surveys, audits, mystery shop, or mystery shop programs

ENSURE CUSTOMER SATISFACTION

Every location will have customer experience challenges at some point. Addressing those challenges well and creating advocates out of dissatisfied customers is the hallmark of a great brand. Market Force's Case Management solution empowers your brand and every location to be great, providing the tools that will help you manage those challenges and recover the very customers that could be at risk.

34% of customers who had a bad experience and requested further contact had no follow-up.

One in five will tell 20 people about that negative experience.

Our Solutions



Strategic Advisory Services



Technology



Measurement Channels



Analytics & Insights



Market Research

marketforce
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01908 328 008
experience@marketforce.com
www.marketforce.com

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