

Contact Center

No matter how your customers reach out—
we're ready to be ambassadors for your brand

An effective
Call Center isn't
just a "nice-to-
have" anymore.
Consider: A
five percent
improvement in
retention rates
can raise profits
from 15 percent
to 50 percent.

Feedback Facts:

- Reduce customer churn
- Track call volume and categories of calls
- Location-level analysis of volume and types of calls
- Efficient use of your budget
- Greater consistency in the fulfillment process
- Highly qualified, trained staff who become the ambassadors of your brand

YOUR CUSTOMERS WANT TO BE HEARD AND WE CAN HELP

No matter how your customers reach out to you—whether via website, email, social media, or on the phone—contact center agents at Market Force Information® are ready to respond and protect your brand reputation. With centers in North America and Europe, our multi-lingual, highly trained agents answer calls 24/7 with a friendly voice, making things right for unhappy customers or passing along compliments to your teams.

Our contact center is fully integrated with our mystery shopping and customer survey solutions. Executives, managers, and locations have one view into all three data streams to monitor performance on brand standards, customer delight, and customer complaints. Our KnowledgeForce® platform provides this integrated view. You will never need to create another spreadsheet.

INBOUND SERVICES

Our contact center agents answer your customer calls, efficiently categorizing information according to severity level and then addressing the customer's needs. In addition to answering customer requests, we provide fulfillment services such as letters, gift cards or email notes from your executives. These same contact center agents take negative social comments offline and manage the process with your customer. We help you recover your customers and create brand advocacy—and that protects the reputation of your brand.

Contact Center: No matter how your customers reach out—we're ready to be ambassadors for your brand

SOLUTION POINT OF VIEW

OUTBOUND SERVICES

Our call center agents can make outbound calls to set appointments for services like auto or home repairs. In today's competitive, "get it done now" environment, customers want to book service appointments quickly and efficiently. Our outbound calling services free your location managers and franchisees to focus more closely on their operations and delivering great customer experiences.

SOCIAL MEDIA MONITORING

When customers post negative commentary to social media, it's critical that you respond quickly and take that conversation offline. Market Force monitors your social media sites like Facebook, Twitter, Yelp, and TripAdvisor by proactively reaching out to unhappy customers and addressing their concerns. We use text analytics to gain insight into all those unstructured comments and link those comments to specific locations. That drives incremental improvement, one customer at a time.

- Multi-lingual support for English, Spanish, and French
- Best-in-class reporting platform that categorizes and tracks all issues through resolution with unlimited 24 x 7 access
- Customized reports available online, or via automated delivery
- Follow-up fulfillment such as letters, gift cards, or email notes
- Instant email alerts for issues that need immediate attention sent to the appropriate brand stake holders based on type and severity of contact
- Integration with other customer experience feedback, such as customer satisfaction, internal audit or mystery shopping, for a comprehensive view of the customer experience

Contact center is a critical channel for obtaining customer feedback.



Compliments and complaints keep a pulse on location-level performance.

Our Solutions



Strategic Advisory Services



Technology



Measurement Channels



Analytics & Insights



Market Research

marketforce
INFORMATION®

877.329.9621
more-info@marketforce.com
www.marketforce.com

Protect your brand's reputation. Delight customers. Make more money.

This original work is protected by U.S. Copyright law, and is proprietary, owned by, and protected by, Market Force Information, Inc. Such copyrighted work is provided to You by a non-exclusive, nontransferable, perpetual license. It is not sold to You and remains the property of Market Force Information, Inc. You may not photocopy, duplicate or make derivative works of this copyrighted work. All revisions, supplements and replacements of Market Force Information, Inc.'s copyrighted work shall be subject to these same restrictions, whether so noted on those additional materials or not.

IMPROPER USE OF MARKET FORCE INFORMATION, INC.'S COPYRIGHTED MATERIALS SHALL RESULT IN YOUR LOSS OF RIGHTS TO POSSESS SUCH MATERIALS AND/OR REVIEW OR ACCESS SUCH MATERIALS, AND SHALL SUBJECT YOU TO ALL LEGAL AND EQUITABLE CLAIMS AVAILABLE TO MARKET FORCE INFORMATION, INC. TO ENFORCE ITS RIGHTS.