

Contact Centre

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

An effective Call Centre 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 centre agents at Market Force Information® are ready to respond and protect your brand reputation. With centres 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 centre 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 centre agents answer your customer calls, efficiently categorising 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 centre 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 Centre: No matter how your customers reach out—we're ready to be ambassadors for your brand

SOLUTION POINT OF VIEW

OUTBOUND SERVICES

Our call centre 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 categorises and tracks all issues through resolution with unlimited 24 x 7 access
- Customised 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 centre 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



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INFORMATION®

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

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