

# Service As A Solution

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
- Centralize all customer contacts
- Win back unhappy customers
- Empower employees to address issues within their control

## 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—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 - SAAS 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

**Service As A Solution:** 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 categorize and track all issues through to resolution, with unlimited 24/7 access
- Generate customized 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 - SAAS 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**  
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.