

CUSTOMER SERVICE TRACKING PROGRAM

Customer Service: A Key to Customer Loyalty

Our Customer Service Tracking Program provides you with accurate real-time feedback from your customers, so you always know how well your company's customer care function is performing. CUSTOMER ATTITUDES ARE THE TRUE ACID TEST of service performance.

Functionality

With our Customer Service Program you can:

- Track customer attitudes 24/7 with advanced, online interactive reports
- Discover the customer impact of your new technology, training or staffing
- Reward customer care staff and teams based on customer satisfaction
- Allocate CRM or other service investments according to customer priorities
- Improve satisfaction by discovering previously unreported customer problems

We provide a complete turnkey solution for tracking customer service. We guide questionnaire design and sampling design then utilize our outbound research call center for ongoing field work on your behalf. Our highly professional telephone interviewers input your customer information directly into our secure online survey service. We develop customized reports for your access 24/7 so you can see current status of your customer service performance. We also can provide results to you off line in Excel, database or FTP formats.

See a customer satisfaction reporting demo at our website ([click here](#)).

Benefits of Our Approach

- Customized questionnaire provides information relevant for your unique needs
- Timely accurate information
- Flexible reporting allows interactive queries for filtering and charts
- Quality controlled process assures accurate cost effective results

Additional Services Available

We can connect your customer service monitoring program to an overall customer satisfaction and loyalty program. We provide surveys and focus groups relating to customer service, customer satisfaction, loyalty, quality, branding and new products. Please see the [services](#) page on our website.

For more about the topic of customer service see our [Overview](#) of Customer Focus and Customer Relations.