

Drive Customer Loyalty in the Contact Center with Enterprise Feedback Management

About MarketTools CustomerSat

MarketTools CustomerSat is a Web-based Enterprise Feedback Management (EFM) solution used by the world's leading businesses to capture, analyze, and act on feedback from customers, employees, and partners. Through the use of comprehensive analytic tools, action management technology, and the expert knowledge of EFM consultants, MarketTools helps clients optimize satisfaction and loyalty programs that deliver high-value business impact.

Customer satisfaction and retention are some of the most important measures of success in customer service and support. Whether you manage an onsite field service, a contact center, or a technical support organization, building customer loyalty requires an ability to understand and respond to the voice of your customer across various touch points.

MarketTools CustomerSat is a powerful Enterprise Feedback Management (EFM) solution that enables you to listen, analyze and act on customer feedback to build loyalty and revenue. CustomerSat helps you capture real-time feedback on the most important points of contact between you and your customers, so you can:

- Save at-risk customers
- Enhance service quality, reduce costs and streamline operations
- Increase customer retention, renewals and recurring revenues
- Pinpoint problems and opportunities by agent, team, product, region, communication channel and customer type
- More effectively coach, recognize and reward service and support representatives
- Make investments in headcount, training, technology and equipment where they will have the greatest payoffs
- Build long-term customer loyalty and profits

LISTEN: Gather Feedback Across Customer Touch Points

Flexible Survey Options – gather actionable feedback on key drivers of satisfaction and loyalty after every customer interaction, such as suggestions for improvement and likelihood to renew and recommend. Feedback can be captured through a variety of data collection methods, including phone, interactive voice response (IVR), email, mobile SMS, and more.

Advanced Social Media Monitoring Capabilities – Listen in 10 languages across a broad range of media types including blogs, forums, Twitter, and Facebook to quickly identify and respond to individuals seeking help or expressing negative sentiment about interactions with your products and services. Spot issues quickly before they 'go viral' across the web.

ANALYZE: Identify and Prioritize Service & Support Needs

Slice and Dice Data – Quickly gain critical insights with more than 20 out-of-the box reports and chart types designed to help you spot trends and prioritize issues. Develop your own custom reports to analyze specific issues in-depth.

Measure Impact – Compare survey feedback results across agents, teams, contact centers, regions, products and customer segments to identify top performing areas with best practices and underperforming areas that need assistance. Evaluate feedback results across survey and social media channels to gain additional insight.

Share Customer Feedback Across Your Organization – Use custom dashboards to display everything from response rates to key performance indicators and tag clouds with verbatim customer comments to quickly take the pulse of overall satisfaction. Distribute reports via email to easily share insights and results across your organization.



Common Customer Feedback Surveys

Customer Service & Technical Support Surveys

- Call waiting times
- Agent courtesy and professionalism

Website Support Surveys

- Quality of online support offerings
- Ease of use

Email Support Center Surveys

- Speed and quality of email communications
- Quality of email support resources

Onsite Service Surveys

- Service wait times
- Staff courtesy and professionalism

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ACT: Drive and Align Responsive Actions

Respond to Customer Feedback in Real Time – MarketTools CustomerSat offers the most advanced Action Management capabilities in the industry, with case management and reporting capabilities that go beyond email alerts to enable coordinated, high-quality responses when key relationships are on the line.

- **Action Alerts** automatically notify designated individuals when survey responses or social media posts meet criteria you specify.
- **Case Management** tracks and reports on cases with user-definable status, severity, category and outcome fields to help your managers track issues through to resolution.
- **Call Recording** enables you to listen to interactions and discover immediate agent coaching opportunities.

These Action Management capabilities help you rescue at-risk relationships, optimize processes for responding to customer feedback, and identify outstanding agent performance.

MarketTools Customer Feedback Solutions for the Contact Center

MarketTools offers industry-leading software and services for measuring satisfaction, loyalty, and commitment. Our EFM solutions can help you improve customer retention, reduce call handling costs and elevate agent performance for improved competitive advantage and increased market share.

MarketTools CustomerSat is a web-based Software-as-a-Service (SaaS), ensuring that you'll never have to worry about system maintenance, scalability or security. Our highly flexible customer feedback platform is quick to deploy and can rapidly be configured to address your unique business needs.

MarketTools also offers deep expertise in contact center and customer feedback solutions to provide full support for designing your Customer Feedback Management program, assistance in setting up your self-service dashboard, or guidance on how to monitor the social web. Our Customer Loyalty experts specialize in developing programs that utilize best practices to derive actionable insight and can help you every step of the way—from survey design to social media analysis to action management.

How to Get Started

Begin protecting your most valuable assets—your customers—today. For more information, or to schedule a demo, contact us at **800-372-7772**. You can also visit us online at www.markettools.com/products/customersat.

About MarketTools, Inc.

MarketTools is the leading provider of software and services for Enterprise Feedback Management (EFM) and Market Research. The company is focused on providing leading organizations the actionable customer insights they need to make better business decisions that lead to high-value business impact. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes CustomerSat™, MarketTools.com™, TrueSample®, Zoomerang®, ZoomPanel® and ZoomPanel Tech™. MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information, please visit www.markettools.com.