

# Answering the Call for Customer Satisfaction

A recent study by Forrester Research showed that for home landline service, 14% of consumers who plan to switch providers cite poor customer service and 11% cite inaccurate or difficult-to-understand billing. Roughly 75% of the subscribers signing up with a new wireless carrier every year are coming from another wireless provider and hence are already churners. With a high acquisition cost and a loss of future revenue when a customer turns over, any reduction in churn rate drops directly to the bottom line. Industry retention surveys have shown that while price and product are important, most people leave a service provider because of dissatisfaction. As a result, telecommunications companies continue to focus on measuring and improving customer satisfaction.

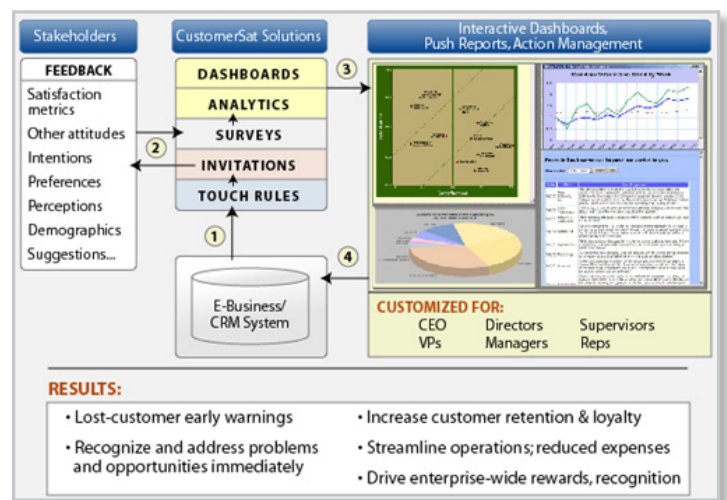
In such a scenario, how can you proactively identify and address issues to better engage your customers and employees and improve customer satisfaction? MarketTools® CustomerSat™ can help. Leading communications service providers are using CustomerSat to gather, analyze, and manage enterprisewide responsive action to feedback from customers, employees, and others to address these key challenges and opportunities:

- > Growing revenue, profits, and customer retention and loyalty
- > Saving at-risk customers before they are lost
- > Allocating scarce resources to the areas that will generate the highest returns
- > Recognizing and addressing operational problems and business opportunities as soon as they arise

## The MarketTools CustomerSat Solution

The CustomerSat software solution delivers the following key capabilities:

- Captures feedback through online and offline surveys, suggestion boxes, and other means from key stakeholders, including customers, employees, and partners. This includes key touch points between your enterprise and your stakeholders, including contact centers, service calls, help desks, and product installations.
- Delivers interactive, real-time analytics, metrics, and verbatim intelligence throughout your enterprise through secure portals, interactive dashboards, push reporting, e-mail alerts, and other means.
- Triggers specific actions based on both automatic rules within the system and your manual entries.
- Aligns and empowers your entire organization to drive and manage these actions in real time.



MarketTools CustomerSat solutions drive enterprise actions and investments

# MarketTools CustomerSat in the Telecom Industry

In addition, MarketTools provides professional services through its expert research analysts and project managers to assist you with CustomerSat survey and solution design, system implementation, analysis, reporting, and action management. MarketTools CustomerSat Research and Consulting Services ensure that your customer feedback is immediately and continuously actionable. CustomerSat software services enable your organization to take the right responsive actions and make rapid gains in revenues, profit, and customer satisfaction and loyalty.

## Benefits of the Solution

Operationally, the solution allows communications service providers to:

- Enable the right individuals and teams within their organizations to respond to feedback quickly and collaboratively
- Provide clear visibility to relevant stakeholders into such information as:
  - Which customers are dissatisfied and why
  - What actions have been or need to be taken
  - Customers' or employees' responses to the actions
- Identify and save at-risk customers before they are lost and to turn satisfied customers into committed advocates

## MarketTools CustomerSat in Action

*A leading provider of Internet Protocol unified communications services uses CustomerSat to continuously improve its customers' experience in every area of its operations, including sales, implementation, product performance, and support.*

*A leading telecommunications company uses CustomerSat to improve customer satisfaction in all aspects of its long-distance service. It also collects customer feedback on the performance of its installation and maintenance technicians; then, to identify and improve satisfaction with those services, it reports the survey findings to the technicians' supervisors within three days of the initial customer contact.*

- Slice-and-dice customer satisfaction data to pinpoint concerns and opportunities by region, site, product, market segment, service rep, or any other parameter
- Enable concrete and actionable suggestions for improving performance, either overall or by segment

Strategically, the solution enables communications service providers to increase customer retention, win more new customers, improve productivity, and raise profits.

Leaders and innovators continue to choose MarketTools CustomerSat solutions to listen to their customers and improve satisfaction with their products and services. Let us show you how you too can leverage CustomerSat to reduce customer defection, increase customer loyalty, convert more detractors into promoters, and turn your customers into your best advocates.

## About MarketTools, Inc.

MarketTools is the leading provider of Customer Insight Management solutions for the world's market leaders. Through a unique combination of best-in-class insight and feedback platforms, quality-assured global panels, and research innovation, MarketTools enables companies to innovate and identify new opportunities, optimize product success and build customer loyalty. 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 MarketTools.com,<sup>™</sup> Zoomerang,<sup>™</sup> CustomerSat,<sup>™</sup> TrueSample,<sup>™</sup> ZoomPanel,<sup>™</sup> and ZoomPanel<sup>™</sup> 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](http://www.markettools.com).

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