



CRS empowers you.

Consumer Relationship System for Contact Center Management and Reporting

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Wilke/Thornton's *Consumer Relationship System™* (CRS) provides Consumer Affairs and Customer Relations contact centers with advanced software productivity capabilities that enable contact center representatives to respond to contacts in ways that increase customer satisfaction and loyalty. *CRS* helps you retain more customers.

CRS is the worldwide *de facto* standard for consumer response handling through an integrated, intelligent **Rep Desktop** facility that assists representatives in quickly capturing consumer contact information and efficiently processing appropriate replies.

CRS' detail and summary inquiry and trend alert reporting enables Consumer Affairs managers to analyze and present valuable consumer insights to their many internal clients who rely on consumer response for product and service improvements that help ensure the company's ongoing success.

Over 25 years of expertise gained in working with Consumer Affairs contact centers in implementing best practices helped Wilke/Thornton evolve innovative solutions that apply current information technology—Web services—to deliver solutions that can contribute to your success.

Wilke/Thornton's history is unmatched. Thousands of domestic and international users—including 26 of the Fortune 500—use *CRS* each day to maintain their relationships with culturally diverse customers.

CRS productivity options

Wilke/Thornton's productivity enhancers include:

With **Item Locator Service™** your agents quickly provide positive responses to consumer where-to-buy questions using current syndicated item data from over 46,000 stores.

With **Phone Data Express™** your representatives instantly retrieve caller addresses and purchasing propensities using caller telephone numbers.

With **CRS global capabilities** your representatives respond to contacts in their native languages in the manner culturally appropriate to their locales.

Having Wilke/Thornton host your **Contact Us** pages enhances **CRS email integration** capabilities to handle contact reply processing more efficiently.

Using **CRS embedded marketing surveys** helps your internal clients gain greater insights into consumer response, and **instant messaging** helps representatives be in immediate touch with supervisors to quickly resolve caller issues.

CRS your way

CRS On-Demand™ Web service, hosted securely in Wilke/Thornton's data center, enables clients to go live fast, with no capital investment or IT support. Clients may also license *CRS* to install at their sites, using Microsoft Windows® and most popular database systems.

