

CRS gives you insight.



Consumer Response Reporting with Graphical Presentation Transforms Insights into Competitive Advantages

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Wilke/Thornton's *Consumer Relationship System™* (CRS) enables Consumer Affairs and Customer Relations contact center representatives to respond to consumer and customer inquiries to increase satisfaction with their products and services. CRS' advanced reporting capabilities transform raw consumer feedback into actionable insights that clients use to improve their products and services.

Timely reporting

CRS *ad hoc*, daily, weekly, monthly, quarterly, and annual reports provide contact center managers with the tools they need to analyze and present consumer response information to their companies' internal users who apply the insights for product and service improvements. Automatically, and on demand, internal users receive detail inquiry, inquiry summary, threshold alert, and trend analysis reports that assist them in pinpointing key issues to address to ensure corporate success.

Early issue alerts

CRS enables you to set issue alert thresholds that trigger early warnings of product item and service conditions that potentially have large impact. Early warning alerts may be emailed automatically to designated staff best equipped to respond quickly with the most appropriate responses to every arising situation.

Graphical business intelligence

CRS' robust reporting suite includes:

Workforce management and planning

- Monitor response time
- Track activity by time of day/day of week
- Measure representative productivity
- Check activity follow up and status
- System activity log – know who is doing what
- Enclosure, paragraph, letter usage

Report what is happening

- Examine selected inquiries in detail
- Review selected *verbatim* – long or short
- Summarize and normalize contact data
- Embedded survey analysis

Report what the activity means

- Summary of inquiries presented graphically
- Contacts by month and quarter
- Contacts/sales comparison
- Contact comparison by date ranges
- Threshold alerts and analysis

Create promotional opportunities

- Communicate with contacts selectively
- Survey contacts selectively
- Conduct multi-step campaigns

With CRS reporting users can generate reports to quickly spot trends and probe root causes. CRS advanced reporting capabilities provide the critical insights that can give your company competitive advantages.

