

*CRS helps you care.*



*CRS Helps Reps Listen Better,  
Quickly Respond, and Be the Company's Voice*

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Wilke/Thornton's *Consumer Relationship System™* (CRS) enables contact center representatives to listen to callers and capture issues quickly and accurately, respond appropriately, and be the company's voice.

The **Rep Desktop** provides capabilities contact center representatives need to enter information quickly, to identify and prioritize contact issues, capture *verbatim* responses, and initiate the company's replies.

As information is captured it is integrated with CRS' database of product item, location, and subject information and available for feedback analysis and reporting.

CRS processes each contact's inquiry according to pre-established workflow steps and instructions appropriate for each issue, enabling representatives to generate letter and email replies with attachments including checks, coupons, vouchers, and other information.

*Listen better to your customers*

CRS optimizes contact entry and processing so that reps can focus on listening to and addressing caller concerns, and resolving them to increase customer satisfaction with the company and its products.

CRS enables representatives to record their dialogs with contacts for reference by quality assurance, product development, and marketing staff as input for improvements.

*Respond quickly to issues*

CRS settings govern workflow with rules that enable reps to quickly identify consumers and customers contact the company with questions and concerns.

*Phone Data Express™* and *Item Locator Service™*, online productivity enhancers, speed representatives' entry and validation of caller addresses and enable them to instantly locate items in stores near callers.

These added-value services not only improve quality of the company response and save time, but also they ease dialog, reduce stress, increase satisfaction, and help reinforce loyalty and retention.

*Be your company's voice*

CRS puts product Knowledge Bases at the fingertips of representatives so they can respond immediately to caller questions and concerns. Representatives can quickly resolve issues by including appropriate product literature, such as instructions or recipes, as well as coupons and policy statements as attachments to their written and electronic replies.

As 'first responders' to consumer inquiries, contact center reps are in the important position of being the personal 'voice of the company'. CRS helps them do that job better—more efficiently and effectively.

