



CRS empowers you.

Do More with Less . . . with CRS.

Handle more contacts more effectively

Wilke/Thornton's *Consumer Relationship System™* (CRS) enables you to do more with less, deliver better customer care, and contribute more to your company bottom line. Reps handle more inquiries more efficiently and effectively. CRS reporting quantifies gains, enabling optimal performance.

Powerful CRS productivity enhancers include:

- **Accelerator keys** save reps seconds per inquiry.
- **Built-in error correction** reduces time reps need to enter contact and inquiry issue data.
- **Intelligent workflow / fulfillment** reduce time reps need to reply to and fulfill inquiries.
- **Integrated knowledgebase** speeds reps finding key information and resolving caller issues.
- **Productivity reports** show where your contact center's operations bottlenecks are.

Report more current consumer sentiment

Conduct **on-demand satisfaction surveys** measure effectiveness of your center's service.

Collect issue detail with **ad hoc surveys** that help staff gain insights into specific consumer behavior.

Contribute more to company bottom line

Contribute more bottom-line value:

- Identify product / service improvement needs,

- Report **early detection alerts** of product and service acceptance and problems,
- **Extract more value** from consumer sentiment by collecting information beyond consumers' reasons for contacting your company,
- **Provide insights** that enable your company to adapt more quickly to marketplace changes,
- **Provide insights** on key environmental, health, safety, and industry issues,
- **Give guidance** to and analysis of promotional programs and planning,
- **Cross-sell and up-sell** products and services,
- **Reduce cost** of contacts processed through adjustment services / insurance programs, and
- **Reduce cost** of fulfillment document printing / mailing by emailing PDF attachments.

Boost service quality with integrated services

Phone Data Express™ enables reps to instantly retrieve valid caller addresses.

Item Locator Service™ enables reps to answer to where-to-buy queries for items in 46,000 stores.

CRS email integration enables reps to handle contact replies more efficiently.

Instant messaging puts reps in immediate touch with supervisors to more quickly resolve issues.

