

CRS empowers you.



Six Ways CRS Can Help You . . .

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Wilke/Thornton's *Consumer Relationship System (CRS)* enables you to increase satisfaction and retain more customers. With over 25 years of implementing best practices Wilke/Thornton knows how to deliver innovative solutions that meet user needs. Each day thousands of Consumer Affairs agents use *CRS* to strengthen relationships with consumers.

Six important ways *CRS* can help you:

1. Handle more contacts

CRS enables you to do more with less, deliver better customer care, and contribute more to your company bottom line. Using *CRS* your reps can handle more inquiries more efficiently and effectively.

2. Boost service quality

CRS quality enhancers help improve customer care, save time, ease dialog, reduce stress, increase satisfaction, and reinforce loyalty and retention.

Item Locator Service quickly provides positive responses to where-to-buy questions using Nielsen data for items in over 46,000 stores.

Reverse Phone Append instantly retrieves valid addresses using caller telephone numbers.

Global capabilities enable agents to respond to contacts in their native languages and appropriately to their culture.

Hosting your Contact Us pages with us streamlines email integration for processing replies faster.

Using embedded surveys helps internal clients gain timely insights into consumer sentiment.

3. Create more productivity

CRS intelligent workflow and fulfillment reduce agent time spend responding to inquiries.

Built-in error correction and auto complete reduce time to enter inquiry data. Agents can focus more on listening and resolving issues. Quality staff use fresh insights to guide improvements.

CRS Knowledgebase puts key information at agents' fingertips so they can respond most appropriately.

4. Report more timely and usefully

CRS reporting transforms consumer feedback into actionable insights for improvement and competitive advantage.

Analyze and present consumer data on demand. Provide timely analyses that pinpoint key issues. Present feedback graphically to quickly spot trends and root causes.

Set issue thresholds to trigger early alerts of marketplace threats. Email alerts to staff ready to respond quickly.

Spot operating bottlenecks and quantify gains to achieve optimal contact center performance.

5. Contribute more to the bottom line

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

6. Benefit from current technology

Applying the latest technology advances, Wilke/Thornton continually improves *CRS* to meet user needs.

Latest *CRS* enhancements include integrated Web surveys, a performance dashboard, contacts review, and summary reports of contact history detail.

And subscribing to *CRS On-Demand* on-line service helps you 'go live' quickly, efficiently, and affordably.

Want to discuss how *CRS* can help you? Call now!

Learn more about *CRS*. Call 614-792-6900 x 176.
Visit www.wilke-thornton.com.

Wilke•Thornton *Consumer Relationship Solutions*