

CaseStudy Call Center

Scenario:

The clients: renowned, international corporations in telecommunications, IT and related high-tech industries

The challenge: Product variety and multi-faceted requirements involving product knowledge and technical understanding represent special challenges to Call Center personnel. Within the framework of the tectraxx portfolio of services – software testing, repair management and logistics – tectraxx is now asked to also take on customer service functions.



tectraxx-realised Solution

- » **Inbound calls:** Order processing, complaint management, repair logistics and info hotline – all are connected quickly with competent and friendly staff.
- » **Outbound calls:** Our Customer Satisfaction Analysis, generated under very fast turnaround times, provides qualified statements on how satisfied or dissatisfied customers might be. This gives the companies the opportunity to react quickly to requests, complaints or any possible shortcomings. We filter out and document any weak spots.
- » **Address qualification:** We filter the addresses of all potential customers, ensuring data is always current and updated; subsequent mailings are thus optimised and waste kept to a minimum.
- » **Mailing follow-up:** Our staff professionally follows up mailings by telephone, thereby increasing response rates.
- » **New customer acquisition:** We increase the awareness level of the company throughout the market within a very short period of time. Companies receive the latest information about what their target group really wants/needs, as well as vital information on the target consumer for their customer service representatives to put to optimum use.



You reap the Benefits:

The quality of the work you perform increases analogously to the productivity of your employees. This in turn increases your customers' satisfaction and all but ensures your market success. tectraxx's comprehensive range of services covers the entire life-cycle of your product – all the way through to customer service. We save you a great deal of time and give you a fast, efficient medium to not only ease the burden on your core business but optimise it at the same time.