



## ResponseTek Debuts Contact Center Solution

### Drives Customer Loyalty, Referenceability Through Direct, Quantitative Feedback

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ResponseTek Networks Corp., a supplier of Customer Experience Management (CEM) solutions, announced its Contact Center solution, an integrated software offering with IVR capabilities that helps improve agent service quality as well as an organization's product and service offerings based upon direct, quantitative customer feedback.

ResponseTek Contact Center enables organizations to capture 100 percent of customer feedback on interactions with agents and then routes the quantitative feedback directly to those agents and contact center management to improve service quality. It helps contact centers succeed by providing them with an understanding of the customer's experience with the agent rather than traditional metrics, such as length of calls that focus on reducing costs.

Recent research from ResponseTek reveals that customer/agent interactions play a vital role in referenceability and loyalty, which dramatically affect revenue. In fact, one-third of contact center customers indicate that they won't refer a company to friends if they have an unsatisfactory experience with a customer agent. The leading reasons for poor experiences include an agent's lack of knowledge, bad attitude and lack of helpfulness. Surprisingly, such experiences trump waiting times for agents (25 percent) as the leading factor for dissatisfaction. Thus, companies that focus on reducing waiting times while ignoring quality of interactions risk negative revenue ramifications — losing current and potential customers.

The new IVR capability is a powerful new component of ResponseTek CEM, which helps quality-driven firms increase revenue and profits. ResponseTek CEM dramatically reduces customer turnover by monitoring, managing and continuously improving the experience of an organizations' key stakeholders (customers, employees, vendors, and other stakeholder groups). With the new IVR feature, ResponseTek CEM provides a complete set of touch points, including the Web, IVR, wireless devices, and kiosks. This enables ResponseTek clients to collect crucial customer feedback from every interaction in the most convenient and appropriate manner.

According to Syed Hasan, president and CEO of ResponseTek, "The customer voice is rarely included in measuring the success of the contact center. With ResponseTek Contact Center, the customer voice can immediately become an actionable measure of success that impacts overall revenue. It also brings invaluable intelligence garnered from the contact center into the rest of the organization. Our strategy is to provide a complete Customer Experience Management solution that impacts revenue through consistent and continuous service quality improvements. With the addition of this solution, our clients can now connect to their customers in whatever way they do business to improve the customer experience."

ResponseTek's analysis also found that collecting customer experience information at the time of agent interaction not only improves the contact center but also benefits the organization as a whole. Based on one client's data, some 64 percent of comments that came through the contact center related to process issues outside of

the contact center. This is untapped knowledge that other areas of the organization can use to improve.

ResponseTek Contact Center benefits include the following:

- Improved agent service quality: Contact centers and agents can better understand what aspects of service impact customer opinion the most and focus on improving these quickly.
- Reduced call length: Organizations can use feedback to train agents on best practices so customers can be served more efficiently.
- Engaged Customers: Organizations can improve customer loyalty by asking customers for their opinion and taking that information seriously.
- Increased agent satisfaction: Contact centers and agents become better aligned to the customer experience for improved agent performances resulting in increased agent satisfaction and retention.
- Improved agent knowledge and performance: ResponseTek Contact Center solution enables organizations to share gleaned knowledge throughout the organization to increase awareness of customer issues and boost the productivity and knowledge of agents.

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