

ACTION ALERTS®

THE QUALITY CONTROL TOOL
For Loyal Customers & Top-Notch Staff!

How a customer views your company is **framed forever** by their transactions with **front-line call center and field staff**. Can you control those vital impressions? Yes you can, with **Q7 Action Alerts**. Q7 can offer you that vital link between your customers, front-line staff, and the daily information necessary to make & keep loyal long-term customers, and ensure that staff hold true to your company's customer service and sales expectations.



Q7 Action Alerts work because they are timely, daily, and concise. Action Alerts were **designed from the ground up to be a kind of next-generation mystery caller program** that benefits your customer, your staff... and the bottom line.

Q7 Action Alerts include:

- Real-world monitoring and measurement of customer / front-line staff interactions **everyday**.
- Daily delivery of **Red Alerts**. These include customer problems that need immediate attention, and detail the staff involved in the transaction for supervisor coaching to prevent reoccurrence. Customer compliments are also included to boost morale.
- Daily, Weekly, & Monthly customer satisfaction trends via email to key management and supervisors.
- Trends, ratings, and reports that help you set goals and **track improvement**.
- **Unbiased** third party evaluations to ensure consistency for a fair and objective quality assurance program that is cost effective.
- **Continuous** ongoing measurement to prevent a lapse in skills and bad habit fallback.
- A way to see how call center, tech & trouble call, install, and upgrade transactions are viewed **through the eyes of your customer**.

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Q7 has been active in the Cable Industry since 1993. **Action Alerts®** are the latest refinement of the quality control & mystery calls Q7 has done for cable operators for years.



Just how well do Action Alerts work?

Company "C" is one of the largest cable operators in the world, and does a national customer satisfaction survey measuring all local systems monthly. In an effort to improve their rankings (and customer satisfaction) several systems in a Company "C" region instituted the Q7 Action Alerts program in late January 2006.

The dramatic and immediate results:

- A 3.2 point gain in the national survey for the entire region using Action Alerts in February 2006.
- A 6.3 point gain in the national survey for a system using Action Alerts in April 2006 compared to that system's 2005 baseline score.
- A 4.0 point gain in the national survey for a system using Action Alerts YTD 2006 compared to that system's 2005 baseline score.

The proof is in **your** people. Your customers and staff deserve to make the best of their transactions. Put Action Alerts to work and create more customer loyalty and satisfaction today!

Call Mel Hopkins for more information.
703-392-5200 ext 201

