

HARNESSING INFLUENCE

Customer Service Insights

Enhancing your customer experience

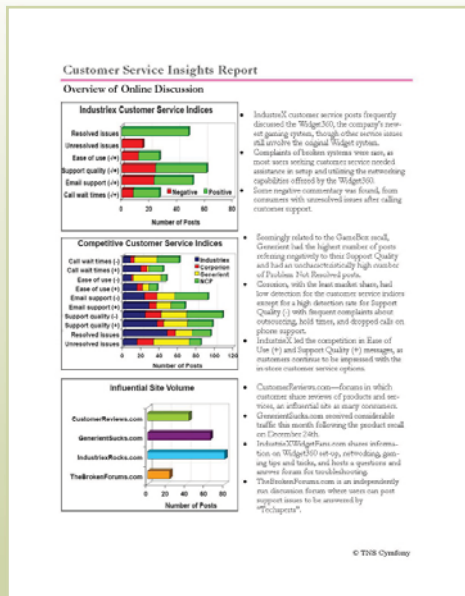
Social media gives your consumers – both happy and unhappy ones – the power to influence millions of others. Turn that complaint into a satisfied customer and you make them a customer for life – plus make them a brand ambassador praising your company’s excellent service.

Your customers – both satisfied and dissatisfied – no longer only voice their opinions to your call center or consumer affairs department. They praise, gripe, and rant on blogs, message boards, Usenet newsgroups, and online opinion/review sites where any other consumer can see. Tracking these discussions can help identify how well you are resolving customer issues. It will identify new ones so your can prepare your customer service representatives. It will supplement your internal metrics with the spontaneous feedback of customers telling other about their experience with you.

TNS Cymfony Customer Service Insights reports answer questions like:

- What emerging issues may impact loyalty and customer/prospect decisions?
- What are consumers saying about how you treat your customers... and how is that trending over time?
- What service and product issues are your competitors facing... and how should you react?

TNS Cymfony identifies common issues or emerging patterns of problems to help you handle customer service calls more efficiently.



See your customer’s view

TNS Cymfony’s Customer Service Insights report draws on the full range of customer service touchpoints to give you the customer’s view of the service experience, for your company as well as key competitors.

The report benchmarks seven standard areas of customer service to evaluate the effectiveness of phone, email and web site interactions.

Qualitative analysis of social media posts will shed light on why they were or were not satisfied, bringing to light ways to improve performance.

Finally, you’ll learn new or emerging issues so that you can prepare phone, email or web site FAQs to quickly resolve them.



TNS Cymfony Advantages

Access the greatest breadth of content

TNS Cymfony provides you with the greatest breadth of content from over 200,000 local, regional, and international media outlets, in addition to over 50 million blogs and tens of thousands of message boards, usenet groups and online opinion/review sites.

Customized for your needs

Of course, every organization's needs are unique. TNS Cymfony's team of experienced analysts will work with you to customize a tracking and measurement strategy for your specific business requirements. As your business needs evolve, your dedicated account manager will make sure these reports continue to provide the valuable data and insights you need.

Award winning technology and expert analysis

Maestro, Cymfony's 3rd generation listening and influence platform, integrates innovative Natural Language Processing (NLP) technology with expert analysis to identify the people, issues and trends impacting your business – at the speed of the market. Maestro's online dashboard gives you instant access to up-to-the minute reports and TNS Cymfony analysts will assist you in interpreting the findings to help you meet your business goals.



Start with a program that's right for you

Choose an audit for a one-time snapshot

TNS Cymfony's three month audit scans a select group of top traditional and social media sources to provide a baseline view of your current position in the market.

About TNS Cymfony

TNS Cymfony, a market influence analytics company, scans and interprets the millions of voices at the intersection of social and traditional media. TNS Cymfony works with marketing, research and PR professionals worldwide, offering a range of packaged services that address areas such as social media strategy, consumer opinions and trends, customer satisfaction, PR measurement, and reputation management.