

Customer Contact™

Alta360 Research's Customer Contact™ utilizes our outbound contact center to actively research the customer experience relative to a specific event or activity. Examples include contacting customers who have submitted a complaint through your internal customer hotline to measure their satisfaction with the process, or contacting customers who have received an in-home product delivery to verify that delivery personnel followed important safety and customer service procedures.

Particularly well suited for those occasions when the survey target group is too small or too specific to provide meaningful data through purely voluntary means, Customer Contact™ is proactive customer research that gets results.

Program Features

Customer Contact™ experts, acting on your behalf, contact customers for targeted customer experience data

Option to digitally record all interactions

Real time reporting through the Celestial Reporting & Analytics™ platform

- Custom reporting options

- Mobile-ready reporting

- Qualitative (open ended) comments option

- Guest Loyalty Index (GLI) report to measure brand advocates vs. detractors

- Control what information is accessed by users

Reward customers for participation

Program Benefits

Supplies highly-specific customer experience data that may be difficult to collect through other methods

Provides you with an impartial, outside resource for monitoring the performance of your internal customer support systems and personnel