

## Customer Recovery

Offered as an enhancement to a Customer Satisfaction Survey (CSS), Alta360 Research Customer Recovery services are automatically triggered when a CSS is returned with answers or score data that fail to meet the customer satisfaction criteria you specify.

Once triggered, our 100% US-based Customer Recovery experts go into action on your behalf, immediately following up with dissatisfied customers, using the responses and incentives you've approved, to quickly get them back on your side.

With your input, Alta360 Research will also set up a notification and escalation protocol to alert your team and bring them into the recovery process when a customer issue truly warrants their attention.

## Program Features

100% US-based recovery agents working on your behalf from our own outbound contact center

Option to digitally record interactions with audio file attached to each completed interview form

Notification and escalation to your team when a customer issue warrants

Recovery data posts to the Celestial Reporting & Analytics™ platform

- Client branded

- Tracking and reporting of issues, response times, and resolution status

- Control what information is accessed by users

## Program Benefits

Relieves your staff from dealing with everyday customer recovery tasks

Lessens motivation for a disillusioned or angry customer to take to social media and detract from your brand

Often, the act of customer recovery can turn a dissatisfied customer into a promoter of your brand

Track trends in customer issues and see how they may correlate to changes in operational policies, pricing, staff levels, etc.