



It's all about engaging customers and building customer loyalty.

Pro-active customer contact delivers the service valued by customers.

Use customer contact to engage your customers!

Do you know what your customers are
REALLY thinking?

Retention Resource Center

A contact program designed to deliver results!

www.rrc.us.com

Customer Contact Services

“What a difference a call can make!” The benefit of contacting customers has proven to be an excellent investment businesses can make with confidence. Retention Resource Center specializes in providing our clients with customer contact resources. A campaign is strategically planned, contact is made, and feedback gathered all to create results and reports to inform decision makers.

Customers love the interaction. Our clients love the results!

Customer Contact Assessment

We work with our client to determine which forms of contact will get the results desired. When the client is ready to contact its customers, RRC will establish goals and gain clarity regarding the desired outcome. The client will review and approve all correspondence. RRC will assess current customer contact methods used by our client. We look for ways our clients can improve their communications with their customers while keeping costs in mind.

On-Site Customer Contact Training

If you have the staff, we have the plan. We will design pro-active contact and work with your staff to get the most from customer contact. Whether it's through inbound or outbound calls, newsletters, on-line surveys or other correspondence, we can give your staff the skills and tools to contact your customers.

Customer Contact Campaign Design-Phone, Mail, On-Line, In Person

Whether you use our staff or your own we will design pro-active contact to get the most from communicating with your customers. Our campaigns are created to last. Designed around your goals, we draft the script for satisfaction surveys, product introductions, customer winback, pre-cancellation calls and more.

Phone Contact: Personal contact to targeted customers

You can contact all of your customers or target a portion of your customers. We insure the contact is engaging for those reached. When you hire RRC, you only pay for those customers we reach and actually speak to. When a voice mail is reached, a personalized message is left informing the customer you called and why. You have the ability to reach virtually everyone given while only paying for those who we speak with.

Reports: It's all about the information obtained and how it impacts your business

Service provided is based on results. What RRC offers is reports which can be used to learn your customer's needs and to make informed decisions based on customer feedback. All services include customized reports for our clients.

- Customer Profile: Customer profiles are gathered from collected information
- Feedback Report: Compare collected feedback from customers
- Analysis Report: Overview of contact, strengths and weaknesses and recommendations based on feedback
- Priority Alerts: Alerts are sent when a customer has an immediate need or concern

On-Line Surveys: Recommended to broaden customer contact

On-line surveys can be useful if implemented with the right elements for participation. On-line campaigns will compliment phone campaigns. We recommend on-line surveys as a way to capture feedback from those who prefer on-line communications. Our reports are designed so we can deliver consistent reporting methods using on-line tools such as Survey Monkey and Constant Contact.

Retention Resource Center: *Designed to deliver results!*

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Investment for Services

Services are designed to deliver a return on investment! You choose which customers you want to contact. RRC will work with you to select which services will get the best results. Services are scalable to meet any budget.

Select Service:

- **Customer Contact Assessment:** *Complementary*
- **On-Site Customer Contact Training:**
 - 3 hours: \$450
 - 6 hours: \$750
- **Customer Contact Campaign Design:**-Phone, Mail, On-Line, In Person
 - \$500/Set Up and Design for each unique campaign
- **Completed Customer Contact-Phone:**
 - Active Customer:
 - 1 to 50 Active Customers: \$35 per completed contact
 - 51 to 250 Active Customers: \$30 per completed contact
 - 251 or more Active Customers: \$25 per completed contact
 - Pre-Cancel/Cancelled Customers:
 - 1 to 50 Customers: \$45 per completed contact
 - 51 to 250 Customers: \$40 per completed contact
 - 251 or more Customers: \$35 per completed contact
- **Completed Customer Contact-On-Line Surveys:**
 - 1 to 250 Completed Surveys: \$15 per completed survey
 - 250 or more Completed Surveys: \$10 per completed survey
- **Customer Profiles, Feedback and Analysis Reporting:** *Included with each campaign*

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Pre-Pay Packages: Contacts purchased in advance can be used in one campaign or over a period of time. Investments made up front will result in savings overall. All services are guaranteed. Contact us for a customized package or choose from our most popular selections:

√ **Starter Package: \$2,100 (\$150+ Savings)**

Campaign Design/Set Up
50 completed phone contacts

Service includes:

- Customer Contact Assessment
- Call Design/Management
- Personalized Customer contact
- Customer Profile for each completed contact
- Feedback Report
- Analysis Report
- Priority Alerts

√ **Economy Package: \$3,250 (\$250+Savings)**

Campaign Design/Set Up
100 completed phone contacts

Service includes:

- Customer Contact Assessment
- Call Design/Management
- Personalized Customer contact
- Customer Profile for each completed contact
- Feedback Report
- Analysis Report
- Priority Alerts

√ **Plus Package: \$8,500 (\$750+ Savings)**

Campaign Design/Set Up
250 completed contacts
250 completed on-line surveys

Service includes:

- Customer Contact Assessment
- Call Design/Management
- Customer Phone contact
- On-Line Survey contact/management
- Customer Profile for each completed contact
- Feedback Report
- Analysis Report
- Priority Alerts

Retention Resource Center: *Designed to deliver results!*

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Conclusion

RRC prides our service on our client's satisfaction, repeat business and referrals. Our goal, in everything we do, is to collect information you can use for your business. We focus on a positive impact with each contact. Whether it's because we help you speed up the decision making process, reduce management time, or increase sales, RRC will work with you to insure you are choosing our service for the right reasons.

We guarantee you will be satisfied with the level of service we deliver! Try it out and see the results for yourself.

Doing what it takes: Designed to deliver results!