

CRMToday.com Features Industry Tips for Holiday-Friendly Call Centers

Many companies' call centers will see an increase in business this holiday season and a potential increase in customer complaints and questions. CRMToday.com, a business to business online resource, provides industry tools and resources that can help businesses implement better call center procedures to improve customer relations.

(PRWeb) December 6, 2006 -- Potential increases in customer inquiries to company call centers during the holidays makes good call center and customer relationship management a necessary tool this time of year. CRMToday.com (www.CRMToday.com), a business to business online resource, offers resources to help small and big businesses evaluate their call center services and retain customers during this season and beyond.

Many customers find call center services lacking. According to the CRMToday.com article "Losing Customers as Fast as You Can Get Them" (<http://www.crm2day.com/library/pdf.php?pdf=50201-0.pdf>) Ernan Roman Direct Marketing (ERDM) reports almost two-thirds of participants rated their recent customer care call experiences as negative or neutral. Of customers surveyed, 71 percent want an easy menu in order to reach an appropriate representative; 70 percent want a representative who understands their needs; and 69 percent want a representative who speaks clearly.

"Poor call center services can negatively impact a company, causing customers to do business elsewhere. Companies can help retain customers during the holidays and year-round by having call center representatives who clearly explain policies, delivery methods, and information about warranties," said Aris Pantazopoulos, the founder of CRMToday.com and managing director of Contact Solutions.

The ERDM survey on CRMToday.com found 90 percent of customers who had positive call center experiences expressed a willingness to buy from that company, and 88 percent were likely to recommend that company to others. The survey also notes that acquiring new customers is up to 10 times more expensive than selling to existing clients.

Tools like the CRMToday.com article, "Losing Customers as Fast as You Can Get Them" and other business-to-business resources offer important tips from professionals in the industry. The article on CRMToday.com (<http://www.crm2day.com>) suggests that companies keep several things in mind when evaluating and improving their call center services:

1. Do not cut back on training, quality, and investment in call centers.
2. Measure the cost of customers' poor call center experiences.
3. Protect customers' personal information and safeguard against ID theft.

The survey also found that customers who reach a call center want their issues resolved quickly, expect representatives to be polite and knowledgeable, and want to speak to a live person.

CRMToday.com provides business information, resources, and interactive tools that help companies improve their customer relationship management. Expert advice from industry professionals, company profiles, and other features make it easy for businesses to learn more about how customer relationships can shape a company's consumer loyalty.