



## Solutions for the Retail Industry

Consumers everywhere are demanding greater value in each and every purchase. In addition to obvious price and quality considerations, savvy consumers are also basing new and repeat purchase decisions on the value they receive throughout their shopping, customer service, and post-sale support interactions.

To gain profitable and loyal customers, today's retailers, e-tailers, catalog, and multi-channel marketers are challenged as never before to deliver a superior experience that opens wallets and keeps the customer coming back for more. As purchasing options boom and customer loyalty wanes, great products and attractive prices are simply not enough to build sustainable success. In this ultra competitive retail landscape, leaders in virtually every retail category are recognizing the requirement for more attentive and effective purchase assistance, order fulfillment, customer service, and product support.

## PROVEN RESULTS

### **90% Customer Satisfaction**

sustained by Digital Camera and Film leader

### **15% Reduction**

in average handling time at major Haircare Company

### **13.6% Savings**

in operational cost at leading Photographic and Imaging Company

## Custom-Tailored Solutions for the Retail Industry

CGS Contact Centers serve as an extension of your company to provide highly effective customized solutions to these and other retail business challenges. Our experienced and engaged managers and agents learn your brand and products inside out to ensure your ability to:

- **Build Stronger Customer Relationships**
- **Increase Average Order Value (AOV)**
- **Effectively Up-Sell, Cross-Sell and Upgrade Customers**
- **Manage Customer Loyalty and Rewards Programs**
- **Consistently Exceed Service Expectations**
- **Improve Product Education and Usage**

## Results "Beyond the KPIs™"

While key performance indicators effectively measure program performance, they do not necessarily equate to customer satisfaction. CGS goes beyond the KPIs to ensure your total satisfaction by taking the time to learn your business and provide the personal attention you need and deserve. We immerse ourselves in your brand and strive to become a strategic extension of your team. Our managers have the flexibility to address your specific needs and our dedicated agents are capable of delivering superior customer interaction. The end result is a superior business relationship with greater consistency, higher levels of service, and lower costs to you.

If you've been searching for a contact center that goes beyond status-quo KPI requirements, take a close look at CGS. You will find a highly efficient contact center operation that distinguishes itself with individually tailored customer solutions, engaged managers and highly-skilled agents, state-of-the-art facilities, and a commitment to customer service that is unmatched in the industry.

# Custom Solutions Designed to Fit Your Needs

With a wide range of service options, CGS has the ability to reengineer, supplement, or completely manage customer support services for virtually any size company.

## Customer Acquisition



- Telemarketing, Telesales
- Appointment Setting
- Order Capture, Placement and Fulfillment

## Customer Care & Optimization



- Customer Conversion, Activation and 3rd party Verification
- Welcome Calling and On-boarding
- Customer Account Management and Maintenance
- Upsell, Cross-sell and Upgrade
- Loyalty Program Management
- Product/Service Education and Usage Support
- Call Volume Overflow/Off-Hours Support
- Warranty and Recall Management

## Customer Retention & Recovery



- Win-back Campaigns
- Customer Reactivation
- Subscription and Contract Renewals

## CGS Contact Center Solutions: At a Glance

- Global Solutions Provider with Centers in North America and Europe
- 2,500 Customer Service Agents
- Recognized in Customer Care Services
- Tenfold Growth in Past Three Years
- Multi-Channel – phone, fax, email, web, live chat, and SMS
- Multi-Lingual – support provided in 18 languages
- Multi-Shore – offshore, nearshore and combined operations



## Corporate Help Desk

- Corporate IT Support
- Commercial and Proprietary System Support
- Remote Diagnostics/Online Support
- Multi-Level Support Capabilities for Every Need
- Service Level Management

## Technical Support



- Consumer (End-User) Support for Technical Products and Services
- Agent-aided Self Service Support for Technical Support
- On-Site Support Dispatch

## Business Process Outsourcing

- Collections and Accounts Receivables Management
- Back-Office Data Entry
- Order Processing
- Customer Analytics
- Content/Language Translation
- Compliance Monitoring
- Content Monitoring/Auditing
- Sourcing & Procurement (Staffing)

