



Solutions for the Consumer Goods Industry

Today's consumers are more informed, connected, and savvy than ever before. Global competition continues to grow and intensify in virtually every product segment. In this ultra-competitive environment, consumer goods marketers are challenged to differentiate their products and brands among a sea of customer options. The struggle to create and maintain brand loyalty becomes more difficult every day.

Consumer goods products companies realize that all of the effort expended to earn consumer confidence can be lost overnight without the right levels of customer support and management. Yet building, nurturing, and maintaining effective customer relations teams can be time and cost-prohibitive for many companies faced with the realities of doing business in this tough business environment.

PROVEN RESULTS

90% Customer Satisfaction
sustained by Digital Camera and Film leader

30% Increase
in calls handled (vs. prior outsourcer) at Consumer Electronics Leader

13.6% Savings
in operational cost at leading Photographic and Imaging Company

Custom-Tailored Solutions for the Consumer Goods Industry

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

- Deliver Higher Levels of Customer Service
- Increase Brand Loyalty and Customer Satisfaction
- Manage Customer Confidence During Problem Calls
- Manage Customer Loyalty and Rewards Programs
- Consistently Exceed Service Expectations
- Manage Warranty and Recall Programs

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)