

think customer think culture

our approach to this practice does not look at customer care in isolation but looks at all elements that affects customers holistically. Hence all customer facing processes like prospecting, sales, pricing, billing, service and issue resolution is evaluated and re-designed. The all-important people engagement aspect does get addressed because of our belief that "happy employees leads to happy customers"



» **customer lifecycle management**

ACE (**accelerated customer experience**) thought through and practiced by thinksynq for a decade now has produced stellar results in customer engagement and wallet share improvement for clients in highly competitive financial services industry. This model which is highly scalable and cost effective can be effectively replicated across industries.

being a practitioner of the ACE process for over a decade, thinksynq is best positioned to help you in setting-up this process in-house or can manage it as an outsourced service. The process would cover:

- » **segmentation** for effective program management
- » usage analytics
- » pro-active customer **engagement contact scheduling**
- » campaign design
- » **people dimensioning** and training design
- engagement scripts
- » launch support and **periodic performance reviews**

contact center audit – ability to strategize customer management and also at the same time running contact center operationalizing the programs puts thinksynq in a unique position to study your contact center operations holistically.

the **periodic contact center audit** done by the experts would study and measure:

- » infrastructure adequacy
- » agent dimensioning, soft skills,
- » training gaps
- » managers norms & roles, training and managerial skills
- » productivity metrics and cost of service
- » business review methodology

the audit reports drafted needless to say will provide for gaps, causes for it and **practical solutions** in addressing them since we are operating people ourselves.