

## Customer Service



### Specialist services:

- Recovery centre and facilities
- Billing and payment services
- Retention and win-back campaigns
- Up/Cross-selling campaigns
- Product recall
- Satisfaction tracking
- Back office processing
- Fulfilment solutions
- Secure banking applications

Keeping customers both satisfied and loyal is no mean feat in today's market place, whatever the industry. Customers demand excellent service as standard and companies cannot afford to fall short for fear of losing their goodwill and custom.

At CTL Europe, we tailor our services to your specific requirements and the metrics that validate success for you. Utilising SmartDesk's exclusive customer-focused technologies, we are able to provide a clear edge in enhancing customer experience, satisfaction and value.

However simple or complex the challenge, we work to ensure that your customers experience a service they will enjoy, and return to time and time again. It's why we're able to retain clients such as MBNA, Pipex and Capita over many years.

### Capability to deliver beyond your goals:

- 24x7 call centre operation
- Delivery to performance metrics eg. SLAs & KPIs
- Bespoke campaign training
- Customer management technique training
- Multi-channel customer communication by voice, email and text
- Scalable resource management
- Access to SmartDesk customer applications

