

Customer Care



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Today's challenging and non-static business environment has resulted in Customer Service evolving to become the "Life Line" of every organisation across the globe.

Customer Service these days is not just about an organization's ability to supply their customer's wants and needs but also includes treating them the way in which you would like to be treated. It has been seen that Customer Satisfaction and quality of customer service has become one of the important parameters towards the performance indicators of an organisation besides revenue and profitability.

Instilling and delivering some of the best customer service practices ensures not only retention of the existing customer base but also initiates further sales leading to higher profits. Once a sale is made, the sales staff gets on with further sales (his priority). Then customer relationship team comes into action of maintaining a cordial link with customer and trying to develop further opportunities. Surveys show that only 26 percent of a purchase decision is influenced by advertising. Same surveys indicate that personal experience and referrals are more effective in sales.

Some of the main problems customers have are of unresolved complaints, pricing issues,

competitors having better offers or they just feel you do not care enough. One has to be constantly tuned in to a customer's needs. Determining what they want is an important factor in organizational success. Since the market is in constant flux, one needs a consistent and committed approach in order to gauge and be in touch with the changing whims of a consumer.

The shift of service priority from "Customer

Research says:

- 68% of customer defection takes place because customers feel poorly treated
- It can cost five times more to buy new customer than retain existing ones.
- Reducing customer defection can boost profits by 25%-85%
- Repeat customers spend 33% more than new customers

Satisfaction" to "Customer Delight" has resulted to a large number of organisations across different verticals turning towards Contact Centre Services. For every organisation achieving sales, growth and efficiency along with retention of existing customer base has become a major challenge.

Outsourcing service providers like Infoline assure some of the best CRM solutions through their efficient and dynamic Contact centre services. Infoline contact center serv-

ices are tailored to ensure a superior customer interaction, increased calling capacity, rapid inquiry response and increased data validity, hence leveraging every customer relationship to the fullest.

Infoline's portfolio of contact center offerings includes a whole gamut of services aimed at offering some of the best Customer Care solutions which include 24/7 customer support through voice (inbound call center and outbound call center), e-mail and web mediums

Infoline has proved to be an innovative solution provider in Customer Service to some of the big business houses in Oman. Infoline's state of the art infrastructure facility at KOM, technology competency and skilled manpower adhering to streamlined processes offers a cost-effective and a structured gateway to achieving the aim of "Customer Delight" for any organisation across various verticals.

Organisations like Omantel, OIFC and various other banking and automobile companies have leveraged on Infoline's competent and professionally experienced team who have proven track records in handling a wide range of business process in the field of Information Technology and Operations and have laid the foundation for a superior quality of Customer Care and Business promotion.

These are services that an Organisation can take benefit of and which will ensure not only acquisition of new customers but also the retention of existing customers.

Inbound Call Centre Services

- v Customer Care Help Desk
- v Customer Complaint Handling
- v Technical Support Help Desk
- v Queries & Information Desk
- v Customer Loyalty Programs
- v Problem Resolution

Outbound Call Centre Services

- v Data Verification & Validation
- v Customer Satisfaction Survey
- v Telemarketing & Business Development
- v Awareness Campaign on special offers & schemes
- v New Product launch campaigns