

# CLICKTOOLS RESOLVE

## Full-circle case management to keep customers loyal

**A customer complaint is not necessarily a bad thing.** In fact, complaints are opportunities to deepen engagement and experience. It's how you handle these situations that defines your organization's commitment to customer experience.

Why do customers send negative feedback in the first place? At the core, they want you to listen and respond to their desired outcome. The end goal may be a refund, a simple apology, or a chance to help you improve your products and services.

Whatever their motivation, your challenge is to manage customers through clear workflows designed to solve specific problems and exceed expectations. If you can do that — you've earned a more loyal customer than the one who originally raised the case.

## Meet Clicktools Resolve

The majority of enterprise feedback solutions provide basic alerts in response to negative survey answers. This is a start, but it doesn't go far enough in today's customer-centric, socially connected world. If you're unable to walk them down a smooth path to problem resolution, they will likely find a social site to air their grievances while they seek out one of your competitors.

Clicktools Resolve is a comprehensive case management solution that guides customers through a strategically designed process, from initial case creation to verified problem resolution. It ensures that you don't lose customers due to slow, inefficient, or non-existent complaint management.

## Quick Benefits



### IMPROVED CUSTOMER EXPERIENCE

Implement multiple safeguards and workflows that protect the integrity of your brand experience.



### CLEARER VISIBILITY FOR MANAGEMENT

Empower managers to see every step along the way, from case creation to resolution.



### FASTER, MORE EFFICIENT PROBLEM RESOLUTION

Build strategic case management processes to track and close cases more effectively.



### INCREASED CUSTOMER SATISFACTION, RETENTION, AND ADVOCACY

Earn loyal, repeat customers by proving that you're on their side anytime an issue arises.



### MORE PRODUCTIVE SERVICE AND SUPPORT AGENTS

Give your staff the solution they need to successfully and consistently guide customers through cases.



### INSIGHTS INTO COMMON ISSUES AND SOLUTIONS

Take advantage of analysis and reporting tools to identify areas ripe for improvement.

# HOW IT WORKS

## 1 Incoming customer feedback

The process begins when you receive a response to a survey (or other feedback channel) that requires attention.

## 2 Automatic case creation

Depending on your organization's preset thresholds and satisfaction levels, the feedback will trigger a new case to be raised.

## 3 Alert to assigned agent

The agent's manager is immediately notified via email with details on the case and can track it through to resolution.

## 4 Customer outreach and follow-up

The agent makes contact with the customer and documents all interactions until the issue is fully resolved.

## 5 Analysis and reporting

Insights on case trends, problem resolution, and other data points are centralized for ongoing process improvement.

**SCHEDULE A DEMO OF CLICKTOOLS RESOLVE NOW**

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