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**It's a fact: virtually every business with a call center tries hard to satisfy customer needs but the majority of them do not succeed.** In fact, according to a recent research survey, customers' opinion of a company and its brand actually *decline* in 53% of the cases after contacting a customer call center.

So ask yourself: how would *you* rate your call-center service? Is each customer being greeted in a welcoming manner? Are hold times minimized? Are your call center employees doing everything they can to knowledgeably answer questions, address customer concerns, create additional sales, and eliminate defections? **ARE YOU SURE?**

**If you have even the slightest doubt, let Market Directions provide you with a competitive edge through our Mystery Calling program.**

Mystery Calling does what today's busy managers cannot - provide a snapshot of just what your customers actually experience during a normal business transaction. Our mystery callers make outbound contacts to your call center by simulating real-life situations, and then provide you with insights compared with benchmark information. We can help you:

- ▶ Position your company as a leader in customer service.
- ▶ Discover call-center problems before they erode your market share.
- ▶ Supplement your ACD reports with qualitative data.
- ▶ Identify specific training needs and set consistent standards.

Our program model is an interactive dynamic process designed to measure how well your people perform compared to your competitors. It gives you vital information that help you address elements such as tone of voice, attitudes and effectiveness for a true customer-centric organization.

Please review the Mystery Calling sheet enclosed, outlining our breadth of programs and pricing. (To view a completed report, visit our website at [www.marketdirectionssmr.com/mystery](http://www.marketdirectionssmr.com/mystery).) **And then call me directly at 800-475-9808 or email me at [mary@mktdirections.com](mailto:mary@mktdirections.com).** We can aid you in increasing customer satisfaction with a minimal investment of time and money.

Sincerely,

Mary M. Malaszek, Principal

P.S. Here's one more reason to call now: for a limited time, you will receive a 10% discount simply by mentioning this letter. Call 800-475-9808 today!