



Leads Tracking

Customer Care That Is As Individual As Your Customers

There's no such thing as a "typical" customer. Even those with the same services and similar profiles can have very different needs and expectations. So how do you ensure you're accurately identifying and following through on opportunities to strengthen customer relationships and generate additional revenue? You add Leads Tracking to your Advanced Customer Service Representative (ACSR)® capabilities. With Leads Tracking, you are not only able to maximize the potential revenues of serviceable accounts, you're also able to identify unserviceable accounts, so you don't waste resources or try the customer's patience with offers that are of no interest to them.

Manage the Entire Sales Life Cycle

From the initial marketing call through every stage of the sales life cycle, Leads Tracking enables you to effectively track each interaction between the customer and your company representatives—whether in the call center, in the sales force, or with any other department your customer may need to interact. Information about each interaction is collected in a single area of the customer's account record, providing you with the information you need to identify serviceable and non-serviceable accounts. This allows you to gain a better understanding of which efforts are most effectively working for your company, and eliminates the risk of losing potential customers and opportunities in the shuffle.

A Profitable Improvement to a Familiar Product

Utilizing an easy-to-use integrated graphical interface, Leads Tracking brings new functionality to an already familiar platform—ACSR. Already serving over 39 million subscribers, this new functionality delivers greater efficiency and accountability by allowing CSRs to:

- Set call-back flags for serviceability changes
- Track each valuable interaction with anyone targeted
- Send marketing material to designated leads
- Generate reports for delivery to working queues
- Manage multiple product requests through product preference tabs
- Look up or update a lead with easy query tools
- Use "Do Not Solicit" flags for those customers requesting no marketing calls

Turn Leads Into Long-Term Relationships

The most profitable customer is a long-term customer. With Leads Tracking, you have the information you need to tackle the challenge of acquiring new customers and maintaining a profitable relationship throughout the sales process. So you're better able to manage, retain and grow satisfied, loyal customers, and ultimately your bottom line.

About Element

Element Customer Care is a Durham, NC-based company that offers billing services, tech support and a customer service call center. Element's partnership with CSG Systems gives its clients access to CSG's unique combination of solutions, services and expertise to improve operational efficiencies and deliver a quality customer experience in a competitive marketplace. For more information, visit www.elementcare.com or contact a sales representative at (919) 794-8773x5811 or via E-mail RAlexander@elementcare.com.