

# customer feedback

GETTING TRUE VALUE FROM CUSTOMER FEEDBACK

## OVERVIEW

PRIME Customer Feedback provides a single place to record, store, monitor and actively manage all feedback received from customers. This can be either formally recorded feedback, by letter, or comments made by telephone or email. Designed to be used either at Head Office or on-site, PRIME Customer Feedback enables accurate information to be held and accessed for action, monitoring and management reporting.

By providing a single place to record and manage all feedback from customers, PRIME Customer Feedback ensures that the information can be used to improve products and processes and eliminate costly problems and be dealt with by the right personnel.

## HIGHLIGHTS

- Accurate Recording, Storage, Monitoring and Managing of Data
- Live Management Reports
- Costs of Compensation and Goodwill instantly available
- Generates Automatic Replies
- Specific Responses tailored to your business
- On screen analysis or exported to Excel.
- Transparent communication between central and remote functions

## HOW IT WORKS

A simple overview screen takes the user into a view of all current feedback records. From here the user can drill down into the relevant record, change the view to sort by name, date or site or use the quick search facility to gain immediate access by typing in a value such as postcode or phone number. New records are easily created using a quick button.

Each feedback record contains not only the necessary customer details but also the actions taken to follow up the feedback. Headings enable the user to navigate easily to the detail required.

Access to the system can be restricted to allow only authorised users to amend the details. Records can also be locked to prevent editing once a case has been closed, and to prevent users editing the same record from different locations. Like all PRIME modules, these features are determined with you when the system is being set up.

All forms of communications are recorded to provide a complete record of the actions taken in relation to the feedback. This includes both incoming and outgoing correspondence, by letter, phone and email. Documents and photographs can also be uploaded into the system. Responses by letter can be automatically generated from a series of your templates.



Compensation or items of goodwill may be issued in response to customer feedback. PRIME Customer Feedback stores these centrally – including details of when they were issued and by whom, it can be used to implement your company's systems e.g. raising cheque requisition forms. This provides an accurate record and useful data for calculating the cost associated with customer service.

The data included within PRIME Customer Feedback enables a company to monitor the status of feedback and ensure that internal targets for handling feedback are being met. TO achieve this PRIME can be set to automatically generate reminders when correspondence is due and can also issue management alerts when deadlines are missed.

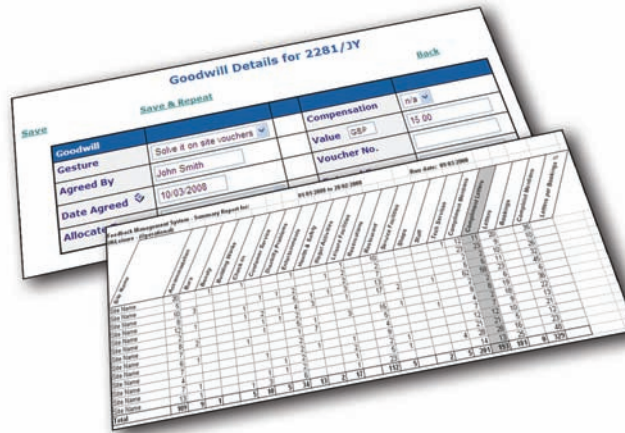
A host of management and user reports are available as part of the system. As with all PRIME systems, customised reports that reflect your specific requirements can be developed. Reports can be output to the screen for analysis or generated as Excel spreadsheets.

### **comprehensive, easy to use and adaptable**

PRIME Customer Feedback is, like all the PRIME modules, intuitive, easy to use and comprehensive. It provides a trusted repository for all customer feedback, enabling it to be used effectively for the improvement of products, services and processes within your company.

### **written from a user's perspective**

PRIME Claims Management capitalises on the knowledge and expertise of the team behind it to produce a system that is easy to use, adaptable to meet your needs and comprehensive without being over-complicated.



## TECHNICAL FEATURES

- Fully hosted on dedicated servers, available 24 hours
- No additional in-house hardware or software requirements
- Subscription service, a flat annual rate, service and user levels can be changed easily
- Supported by expert technicians and specialists in IT and health and safety



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**A SINGLE PLACE TO RECORD, MONITOR AND MANAGE ALL YOUR CUSTOMER FEEDBACK**