



taction

THE CONTACT CENTER

Direct to Consumer Services



Is your customer contact center everything you want it to be?

If you need a full-time contact center or one that will handle your overflow and after-hours calls with as much care as you would, learn more about Taction. You'll get knowledgeable agents, daily reports with important metrics, and hands-on managers who understand customer service.

You Need Taction If...

- ...your business is growing.
- ...you want a greater number of up-sells and cross-sells.
- ...traffic to your website is increasing.
- ...you don't offer 24-7 service.

You'll Love Taction If...

- ...you know customer satisfaction flows to the bottom line.
- ...you believe happy customers

focus on product and service before price.

...you understand that keeping a customer is as important as getting a customer — and costs less.

...you want a partner who gets it.

Serving Trusted Brands

For more than two decades, we've been delivering premium service, from order-taking to first-call problem resolution. We provide the Taction Value — customer service that leads to a higher average order value, more reorders, and greater lifetime customer value. The trusted brands we have served include Lotus 1-2-3, American Express, Samsonite, Maine Public Broadcasting Network, Cuddledown, Harbor Sweets, J.H. Breakell & Co., and many others.

Recognition

Taction recently became the first outsourced contact center ever to win the NorthFace Award, "the Oscar of the Customer Service Industry," as rated by our clients.



If three or more of these statements are true for your contact center, please see our offer below.

We haven't considered outsourcing because we're afraid of losing control over the quality of care given to our customers.

We don't offer 24-7 service.

Our average agent is with us for less than twelve months.

We're not maintaining a daily "go home early" list, and we don't err on the side of overstaffing to ensure good customer service.

We're not recording 100 percent of our calls for quality assurance. We're not monitoring calls regularly for agent coaching.

We fear that we'll lose touch with our customers and their feedback on our service and goods.

We don't know our Average Order Value every day, for every agent.

We would like to have performance benchmarking for our internal center.

We focus on average talk time or average handle time. We do not focus on Average Order Value.

Agent absenteeism is a continuing problem.

We do not have a recognition and rewards program for our agents.

Finding qualified agents willing to work the hours we need is becoming difficult.

Call or e-mail Taction and we'll send you a free copy of our article "Are You Ready for Outsourcing?" as it appeared in *Connections Magazine*. It will help you ask important questions about outsourcing your contact center.

800.458.5461
info@taction.com



“

We were reluctant to relinquish control as related to the complicated knowledge required of the Atkins plan. I was surprised at how quickly **your team excelled**. In fact, your AOV is on par with our best.”
NORMAN STAFFORD
 Senior VP of Customer Support Operations
 Atkins Nutritionals

“We had **extremely high expectations** of Taction and they surpassed them all. When a huge mail piece dropped two weeks early, they took it all in stride.”
MICHELLE YEAUGER
 Marketing Manager
 McGraw Hill Children’s Publishing

“Taction has exceeded all our expectations. Not only do they provide **superior customer service** but they’re more efficient than we are. We trust them with our customers.”
BEN STROHECKER
 Founder
 Harbor Sweets

“**We trust Taction** to handle all our special market catalog orders and customer service calls.”
RICH SCAFATI
 Director of Special Markets
 Samsonite Travel Accessories

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The Cost of Doing Things Right

You might be surprised by what your in-house call center costs. Here’s a partial list:

- Direct costs – wages, taxes, workers’ compensation
- Hiring – advertising, interviewing, testing, and selecting
 - Training – creating well crafted training materials and finding a great trainer
 - Turnover – more hiring and training
 - Agent incentives and recognition – that is, if you are motivating and recognizing your agents



It all starts adding up, but there’s more to factor in:

- Lost opportunities – missed orders and unhappy customers who go elsewhere
- Management – would your management be better off spending time on your core competencies?
- Reporting – writing software, managing information, and analyzing key performance indicators
- Health care – direct and administrative costs

And of course, you must have a facility, equipment (which becomes antiquated quickly), and a payroll for people who maintain your facility and perform system upgrades.

Maybe it’s time to shift these costs to someone else, and put your customers in the hands of experts. You’ll free up your bottom line and shift your focus to your own core competency.

Call or e-mail Taction today to learn more about how we can provide your customers with high-touch service that results in repeat purchases and brand loyalty.

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Our Services Include

Up-Selling, Cross-Selling, Replacement-Selling
Address Standardization
Daily Reports on AOV and Other Important Metrics
Creation and Support of Frequently-Asked-Question Database
Creation and Support of Product Information Database
Automated Attendant
Automated and On-Demand e-Fax
Credit Card Processing
Data Interface and Data Transfer
E-Chat Service and Support
E-Commerce Service and Support
E-Mail Management and Queuing
Event Registration
Gift Certificate Tracking and Redemption
Literature Fulfillment
Interactive Voice Response (IVR) Services
Literature Request, Capture, and Processing
Live, On-Line Sales and Order Entry
Store/Dealer Location, Information, and Referral
Telephone Surveys
TTY Transactions
Custom Solutions

taction n. single point of contact; the act of touching