

## Checklist, "10 Ways to Improve Your Customer Satisfaction"

**Business competition in today's economy is fierce! What's more, your customers expect the highest level of customer care. You and your staff need to be reachable, professional, and customer focused all the time – no matter where you are.**

But is your phone system serving you like you serve your customers?

Use this checklist to see if your phone system is giving your customers the experience they expect:

### Reachability and Professionalism Improve Your Customer Satisfaction

- Customers can access your sales staff anytime, anywhere with mobility that directs incoming calls to your staff's mobile phones
- Outbound calls look professional, coming from the main company number even when your employees are using their smartphones
- Customer focus is enhanced by connecting your CRM tools with Outlook to give you conversation history with your client

### Collaboration Tools Improve Your Staff's Productivity

- Employee productivity is increased by merging call records with customer records to improve sales trends and staff optimization
- Employees and partners can communicate in ways that are easy and intuitive through audio and web conferencing, regardless of where they're working
- Employees use presence features to broadcast their availability by establishing if they are in the office, out of office, on a call, or in a meeting
- Teamwork is made easy with voice and video calling, including screen sharing

## Cost Effectiveness Improves Your Bottom Line

- Ongoing administration, such as adding a new employee, is easy
- Local support is available, like training your staff to use features that improve customer experience
- You have the option of outsourcing your phone system management to an experienced local company

## Some Things to Think About

How did you do? Depending on your responses, here are some things to think about:

- If you checked off 8-10 boxes, you're doing a great job maximizing your phone system to improve your customers' experience.
- If you checked 5-7, there may be some phone system upgrades or new features you can use to improve your customers' experience.
- If you checked off less than 5, it's time to look at your options. You can bring better phone system capabilities to your company so your staff are more available, professional, and customer-focused.

You want your employees to work effectively while remaining productive and increasing customer satisfaction. Your phone system should be helping you do that. If you've discovered your phone system isn't meeting your standards, it's time to see what's possible for your business.

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