



Customer Experience Management. Backed by TELUS.

frontline feedback

powered by RightNow Technologies®

comprehensive approach to customer experience management

As a key part of our comprehensive portfolio of on-demand customer experience solutions, TELUS Frontline includes all the applications, strategies and platforms vital to delivering higher-value, lower-cost customer experiences.

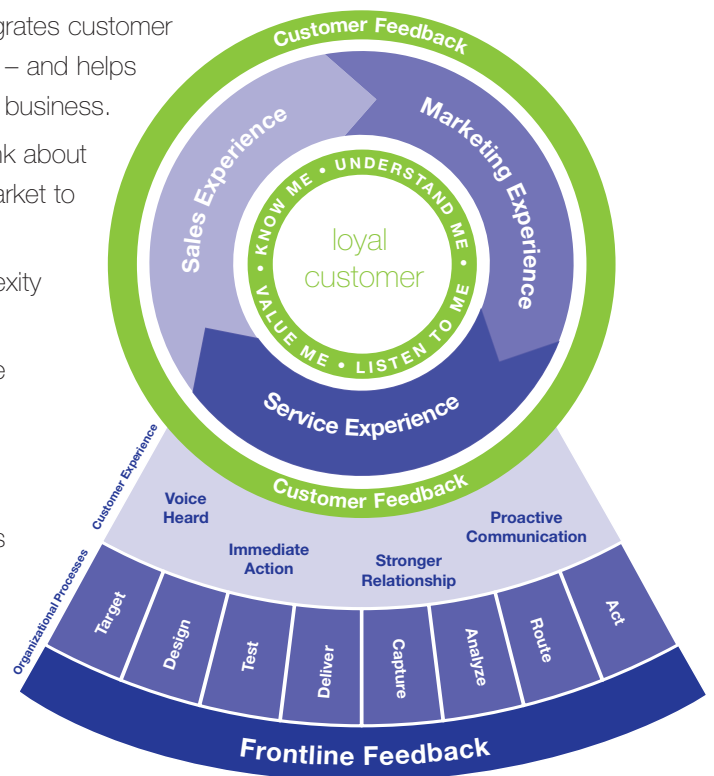
TELUS Frontline can help your company understand, anticipate and respond to customer needs in a consistent way across all channels and interaction points – so that customers not only buy once, but buy often.

giving customers what they want begins with knowing exactly what they want

From the viewpoint of your customers, does your brand deliver on its promises? Does it inspire them to buy again? With answers straight from the source, you can design the kind of experience guaranteed to transform transient customers into loyal ones.

TELUS Frontline Feedback integrates customer opinions into daily corporate life – and helps your brand to earn more repeat business.

- Find out what customers think about how you service, sell and market to them
- Reduce the cost and complexity of staging customer surveys
- Gather intelligence to validate strategic business decisions
- Measure how investments, campaigns and messages impact customer perceptions
- Capture individual customer feedback within a single, unified record



Customer Experience Management. Backed by TELUS.

frontline feedback – ensure that no one knows your customers better than you

TELUS Frontline Feedback solicits input from customers in whichever way is most convenient for them – via email, phone or the Web. Target a specific group, poll random “nth” customers, or get feedback following milestones such as help-desk calls, newsletter mailings or service incidents.

flexible, intuitive survey design

Our wizard-like interface makes survey design intuitive. Create multi-page, easy-to-follow surveys with diverse possible responses and question branching.

effective audience management

Make the most of valuable data by slicing and dicing for optimal insight. Create new segments, reuse existing lists and comply with legislation by honouring opt-out/opt-in requests. Mitigate survey fatigue with timing and frequency alerts that track the history of outbound communications.

collaborative survey design and approval

Before launching to external audiences, test and approve the entire survey process from the customer perspective. Release surveys immediately, schedule them for a future date or suspend at any point during the release cycle to make corrections.

customer record integration

When customers provide feedback via Frontline Feedback, the individual customer record serves as the repository for all responses so that marketers, salespeople and service reps can interpret preferences and anticipate potential issues.

robust reporting and analysis

By using graphical reporting and a comprehensive analytical dashboard, your team can fully understand and act on customer trends, preferences and needs – and measure how satisfaction and loyalty progresses with each interaction.

work with the experts in customer experience management

TELUS knows how to make customer experience management work. Our strength as a leader in Canadian telecommunications is rooted in the powering and capturing of customer interactions. We are experts at helping you turn more prospects into proficient, satisfied customers – and we know how to make satisfaction repeatable.

From consulting and implementation to support and maintenance, TELUS manages IT infrastructures and marshals resources – delivering exceptional experiences on your behalf with absolutely none of the on-site IT burden. Complementary content management and contact centre solutions, unified communications, hosting and network services make sure your entire customer-facing enterprise is equipped to grow loyalty anytime, anywhere.

CONNECT WITH US TODAY FOR YOUR BUSINESS SOLUTIONS
Contact your TELUS Account Executive or visit telus.com/CEM.

