

customer

A grid of square images. The central focus is a pair of hands shaking, symbolizing agreement or partnership. Other squares in the grid show various abstract and blurred scenes, including what appears to be a person's face in profile and some architectural or landscape elements.

experience

A close-up, high-contrast image of a human eye, looking directly forward. The eye is rendered in shades of blue and white, with a grid pattern overlaid on it, suggesting a digital or analytical theme.

professionals

To Manage Your Customer Experience,  
Count on Seasoned Professionals

# Results



## Partner with professionals

Infotel's experienced management team has been in place since 1987 and remains steadfastly committed to its original mission: to help companies build enduring customer relationships, the bedrock of all successful, profitable companies. Initially, we work hand in hand with you to tailor a program that focuses on those specific areas of your customer relations you'd like to improve and maximize.

The Infotel Customer Service Management Program:  
sophisticated in its development,  
simple in its execution, solid in its results.

From your storefront to your website, from your sales associates to your online representatives, Infotel's experts can, in close partnership with you, customize a service measurement program aimed at steadily driving service improvement. We've helped hundreds of client companies—ranging from small and mid-sized companies to Fortune 500 corporations—to develop a “culture of customer service” that ultimately becomes an integral part of their hiring, training, operations, and company image.

We can do the same for your company, shaping your customer service program to fit your precise needs and budget; giving you accurate, objective evaluations in a timely fashion; and providing targeted, feasible recommendations for improvements. Armed with this information, you will be able to make informed decisions and give your company—with its vastly improved customer service—that all-important competitive edge.

# Experience



## Experience the difference

Experience *does* make a difference, from the employees you hire to the company you choose for customer service management. Infotel's seasoned professionals employ cutting-edge technologies and strict shopper recruiting standards to guarantee you a first-rate, results-oriented service improvement program aimed at strengthening your company's financial success.

### Retain your customers, retain your profit goals.

In today's marketplace, the scramble for customers is more intense than ever. You can't afford to lose that 10-15% slice of customers who typically drop a company every year, most often because of poor service. Your company invests a substantial amount of time and money to cultivate customers to *increase* your customer base, not see it shrink.

With Infotel, you profit from the benefits of a custom program that's quality from top to bottom! We go the extra mile to develop a solid model tailored to your company goals. We utilize the latest technology to give you easy, immediate access to the actionable data you need in making key decisions. Our pool of 75,000+ shoppers is carefully screened and given extensive training. It all adds up to a uniquely qualified customer service management company that provides you with the critical guideposts for maximizing all service aspects of your firm.

### What is the Infotel difference?

Infotel knows its business, inside and out. It offers you both professionalism *and* expertise. Great value *and* quality of service. Plus a rock-solid commitment to providing you with the crucial customer service data you need to make your company as good—and as profitable—as it can be.



## To maximize your profits, maximize your customers' experience.

With over 35 years of combined expertise in the customer satisfaction and mystery shopping field, Infotel's seasoned and focused customer service management team stands ready to help you sustain and grow your customer base...and your profits.

### The Infotel difference...

With its experience, its front-line technology-driven methodology, and its solid commitment to quality results and sound solutions, Infotel is uniquely qualified to help you raise your level of customer service. What distinguishes Infotel from other customer service management companies? At Infotel, you are guaranteed:

- a custom-designed mystery shopping program that's developed to fit your company's specific needs, with a heightened focus on accuracy
- quality, expert support from the Infotel management team and our contingent of highly qualified, extensively trained shoppers
- and delivery of timely, thorough, actionable data that arms your management team with a valuable strategic measurement tool

### What Infotel can provide...

Infotel has spent over 15 years refining the customer service programs it's developed for a wide variety of industries—from small and mid-sized companies to Fortune 500 corporations. Today, Infotel offers its clients a sweeping spectrum of cutting-edge services. These include:

- Personnel Evaluations
- Q.S.C. Studies
- Comparison Shopping Services
- Customer Follow-up Surveys
- Guest Comment Card Surveys
- Customer Satisfaction Surveys
- Franchise Compliance Studies
- Compliance Audits
- Inventory Audits
- Incentive Programs
- Telephone Response Evaluations
- Competitive Evaluations
- Promotional Support Studies
- Merchandising Techniques
- Traffic Studies
- Test Market Studies
- Price Tracking
- and more...

### What your company stands to gain...

In today's highly competitive atmosphere and with the intensified pursuit of market share, you can't afford to compromise your customer service. It can spell the difference between success and failure. With Infotel as a strategic partner in managing your customers' experience, you can hone your employees' training and service quotient so that your company keeps its competitive edge as sharp as possible.

**An Infotel Customer Service Management Program is:**  
sophisticated in its development...

An Infotel customer service program taps into the latest technology to deliver you comprehensive, actionable data fast and accurately. From our proprietary FieldingPro™ software that allows us to screen, manage, and evaluate our 75,000+ shoppers to our online web reporting system that gives your management teams instant access to customized reports and targeted data 24 hours a day, your company benefits from a powerful, state-of-the-art system.

simple in its execution...

Given our highly intensive preliminary planning and a crew of extensively trained, up-to-speed shoppers ready to go, execution of your custom program is simple. With a well-researched, well-constructed plan in place, Infotel's prepped shoppers are able to do their job quickly, precisely, efficiently, and thoroughly.

solid in its results.

Our unparalleled reporting system delivers you actionable results relevant to your company's unique business goals and needs. These results are easily adaptable for each operational group, from top management to store managers, thus providing everyone with fresh insights. With your finger now firmly on the pulse of your customers, your company can instantly make informed decisions on how to increase customer satisfaction and loyalty, directly impacting tomorrow's bottom line.

**Zero in with customized programs.**

At the outset, Infotel forges a partnership with you, beginning with the development of your customized program. Infotel creates an outline for your custom-designed mystery shopping program by helping you evaluate your current service situation. Together, we examine such areas as:

- your company's current customer service strategy
- how you can boost customer sales and service levels
- what your company can do to exceed customer expectations
- how you can enhance the value of an employee's performance

The success of a mystery shopping program rides on a solid survey design. By focusing on the specific needs and opportunities of your company and by asking precisely the right questions from the start, we deliver you targeted data that, when acted upon, will indeed garner positive results in improving the customer experience.





## Depend on shoppers who really know the territory.

If a mystery shopping program strategy is only as good as its survey design, its execution is only as good as its shoppers. Infotel takes great pride in the quality, expertise, diversity, and reputation of its corps of nationwide shoppers.



Our selection process is exactly that: select. From the thousands of applications we receive each year, we screen, test, and qualify only those who meet our rigorous criteria. Once hired, the shoppers learn proper research methodology, as well as Infotel's standards, requirements, and mystery shopping techniques. At each step, they're tested thoroughly and progress only if they pass.

All Infotel shoppers are trained to collect objective, consistent, detail-oriented, and accurate data. Prior to being assigned to specific projects, shoppers are instructed at multiple levels on how best to conduct the research. After being tested, only then do they qualify to take on the assignment.

With our advanced technology, we're able to assemble the shoppers best suited for your particular project. We then educate and test them on the specifics of your program, so that when they're ready to "shop," you have your own, personalized crew of specially trained shoppers.

## Infotel's unique Quality Club creates committed shoppers.

By the very nature of mystery shopping companies, it's easy for shoppers to feel isolated or disconnected from the company they work for. With Infotel's extensive screening and training, plus its innovative, incentive-based Quality Club, our shoppers feel that they are at the heart of the Infotel family. We continuously measure shoppers' performances in various categories, from response quality to accuracy. Shoppers who rank high receive Quality Club rewards. Just as we form a partnership with your company, we likewise instigate and maintain a partnership with our shoppers.

Call us toll-free today...  
and start building a  
stronger customer  
base for tomorrow.

For more information or  
for a demonstration of our  
complete service package,  
call 1-800-876-1110, ext. 34,  
to speak to an Infotel  
representative. Or e-mail  
us at [sales@infotelinc.com](mailto:sales@infotelinc.com).

We look forward to  
hearing from you.

For more detailed  
information, you can  
also visit our website at  
[www.infotelinc.com](http://www.infotelinc.com)



## Get program results overnight and turn them into action.

Unparalleled in the industry, Infotel's online web reporting system offers all authorized personnel in your company a simple, user-friendly interface for viewing up-to-the-minute reports. This continual flow of actionable data begins within hours of a shopper's completion of an assignment. Managers can instantly view critical information regarding service quality, employee performance,



and customer satisfaction, clearly pinpointing opportunities as they exist. And with our integrated metrics, key people in your company can view not only the mystery shopping results but also customer satisfaction surveys, customer feedback, and more—all in one place. Typical reports include:

- individual shop reports
- detailed graphic summaries and scores
- data reports that show aggregate performance
- coaching reports for store managers
- detailed reports with national, regional, and local data
- ranking reports sorted by district, region, and division
- fielding reports that update shopping status at all locations
- management summaries with condensed study overviews

Finally, based on the mystery shopping program results, Infotel can provide your company with a Follow-through Action Plan, which includes recommendations such as measuring weak areas of the customer experience, implementing or improving employee training operations, developing morale incentive programs, and more.

## Infotel delivers the customer data you need to achieve your goals.

Developing a solid base of satisfied customers is one of the most critical steps toward reaching your revenue goals. You can depend on Infotel to deliver the timely and critical information you need to boost your customer satisfaction levels. Armed with Infotel's accurate, objective, and detailed evaluations, you will be well-prepared to pinpoint areas for improvement, develop targeted training programs, and stay one step ahead in the mission of satisfying your customers as well as attracting new ones.