

Sample Press Release

PRESS RELEASE FOR IMMEDIATE RELEASE

WWW.CUSTVOX.COM: FREE PAPER RELEASED TO HELP COMPANIES RAISE THEIR NET PROMOTER SCORE

Switzerland, Saturday, July 10th, 2011:

Customer Experience Management heavyweight CustVox release a freely downloadable paper outlining a four step program that will assist companies in raising their Net Promoter Score.

When it comes to Customer Experience Management (CEM) solutions, CustVox are fast becoming a major brand leader. With a plethora of prestigious clients under their belt, they have proven that they know how to help companies raise the quality of their customer experience. They are certainly displaying confidence in their abilities by releasing a short paper which outlines a four step plan to increase a company's Net Promoter Score (NPS) by 20 points. This claim is backed up by demonstrating how a leading European telecoms operator managed to increase customer satisfaction by 15%, NPS by 20 points, reduce churn by 30% and boost sales across certain channels by as much as 100%.

Every major commercial enterprise around the globe is either already using, or evaluating the importance of NPS. Around 48% of all companies with more than half a million dollars in revenue already use NPS. Of this 48%, some 67% report extremely positive results. Overall, 84% of all large enterprises who incorporate NPS into their CEM initiative achieve success. So we can clearly see just why NPS is fast becoming one of the most valuable marketing tools in the modern commercial arena.

CustVox have developed a plan, based around their own CEM solution, which empowers the Voice of the Customer (VoC), and integrates it into a program which aims to improve the NPS.

The first step of the plan is to capture the Voice of the Customer, across a whole range of channels, whenever, wherever and however the customer wants. This includes modern communication avenues such as social networking, SMS and email.

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Step two is to analyze the gathered data in real-time. Several cutting edge techniques are used, including voice mining, text mining and sentiment analysis, alongside more traditional data mining methods.

In step three, the company is introduced to the concept of “closing the loop”, and the drastic positive affects this can have upon gaining a large percentage of the customer wallet and increasing brand loyalty.

The final step involves integrating all of the customer intelligence gathered into the enterprise at every level. This includes interfacing with any existing business intelligence system.

CustVox are offering this short, informative report entirely free, simply visit (**INSERT URL**) and download a copy. What are you waiting for?

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