JSW co | **jswalker&co**

Excellence | Integrity | Results

Companies often find it difficult to gather and efficiently process customer requests and feedback. They can come in by phone, off the web site, via email, or posted on social media. Consumers expect a timely response and service is a key to favorable brand identity. JSWco's **Consumer Interaction** web application provides a centralized solution to collect, track, and address customer interactions, implement quality procedures assuring audit compliance, identify problems, and provide focus for improving operational performance. Compared to manual or spreadsheet-based approaches, *Consumer Interaction* reduces cumbersome or redundant data entry, streamlines processes with automated workflows, and eliminates points-of-failure that can lead to poor customer service.
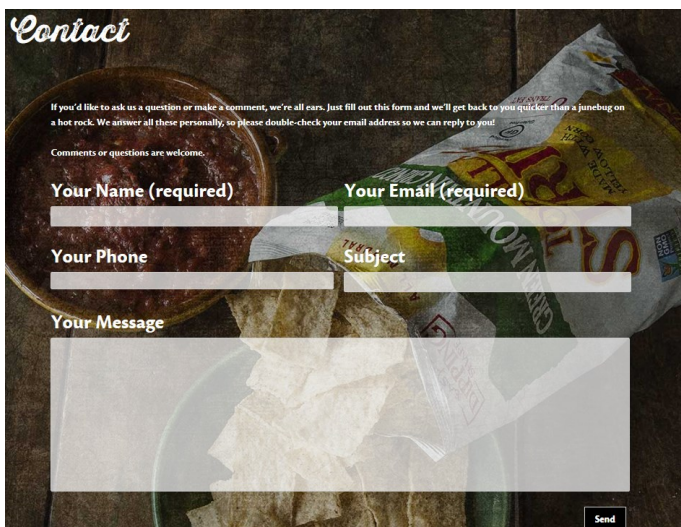
Most consumers appreciate the opportunity to give feedback, make requests, or enter a complaint on-line from your web site. With *Consumer Interaction*, this information will be automatically collected right into the application and routed to the appropriate group or person to begin the resolution process. No delays, no re-entry, no missed emails. Need more information, a picture, or a lot number? Easy! The application allows you to direct the consumer to personalized URL where they can upload images, enter lot numbers (and see where to find them), and receive any special instructions. As you know, getting accurate and prompt information is a key to a quick resolution. *Consumer Interaction* makes this happen!

All consumer interactions are tracked in an **incident** record, whether they come directly from your own website, social media outlets, phone calls, or emails. This common page facilitates collecting necessary information and is the central hub for all communications with the consumer. The built-in workflow process assures proper resolutions are made and approved. Merged emails and letters can be sent from this form and are automatically attached to provide a detailed log.
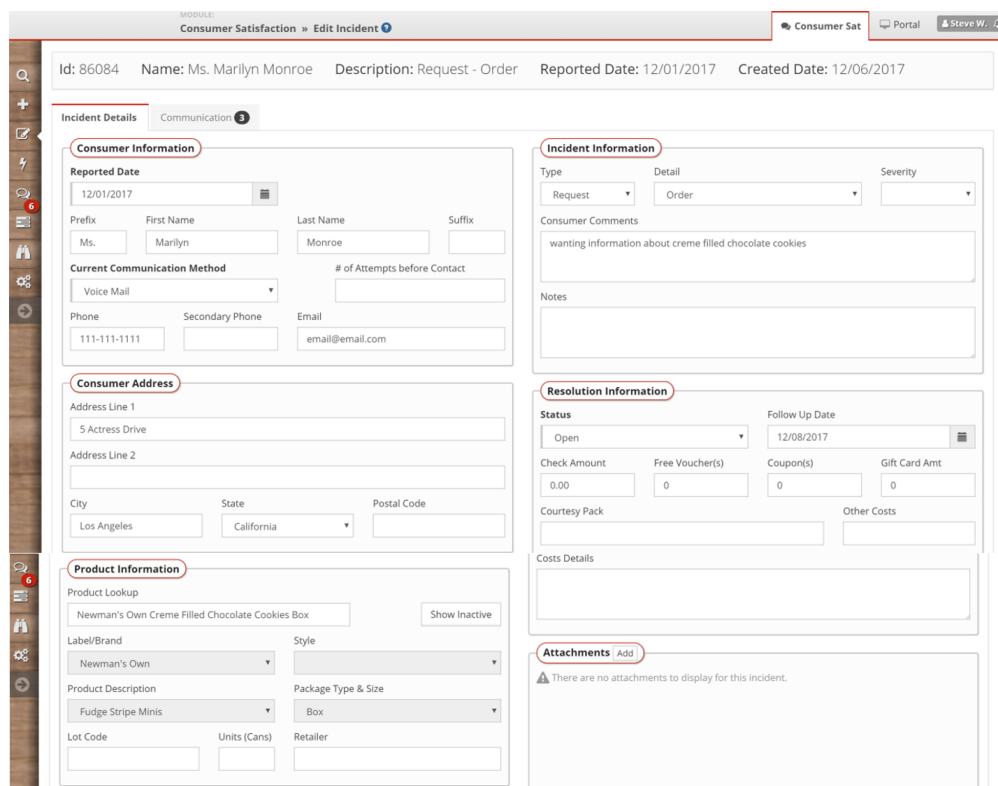
JSWco's **Consumer Interaction** includes a complete quality module. Incidents that require audit review open seamlessly into a investigation tab. Further workflow steps guide the process to assure a compliant resolution.

Consumer Interaction tracts the details of an audit investigation and eliminates the common practice of using a spreadsheet. The module includes tracking *Root Cause Corrective Action* steps to comply with audit requirements.

A JSWco client was told by their quality auditor...

> *"This is the most complete audit system that I have seen."*

Consumer Interaction provides features that will transform your customer service efforts:

◊ Connect web site "contact us" submissions directly into the system to eliminate email distribution and data entry

◊ Utilize a workflow process to streamline communication and reduce inter-office email

◊ Create a set of standard scripts that can be used on phone calls to assure complete and consistent messages

◊ Automate creation of email and letter responses to reduce time and provide approved verbiage

◊ Provide compliant audit procedures and data records

◊ Allow for easy tracking of lots and other issues to enable corrective action

◊ Give management tools to monitor metrics related to customer interaction

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