

customerfriendlier.com

Customer directed organisation improving through customer feedback on individual staff performance



Ready to use within a week - response rates above 50% - every customer gets opportunity - demonstrable improvement - replaces traditional market research

CustomerFriendlier.com

CustomerFriendlier.com allows you to develop your organisation into a business directed by your customers, based on feedback to the individual staff member. All customer contacts can now be evaluated easily, including contacts by telephone, e-mail, face to face and via the web. Customers can provide feedback to the individual employee and the organisation as a whole, by means of telephone or via the web. Every customer reaction is automatically stored and fed back via clear dashboards, using advanced speech recognition software. All customer feedback can be viewed and listened to by employees and managers, so the entire organisation can learn and improve from the customer feedback. CustomerFriendlier.com supports the organisation with the learning process at all levels.

Feedback system

CustomerFriendlier.com is a solution that combines the knowledge and expertise of Comm & Sense in the field of organisation development and HRM, with the fully automated feedback system of Dialogs Unlimited. This feedback system is delivered as SaaS (Software as a Service), so that a local system is not needed and system integration challenges are avoided. A computer, a login and web access are all you need to get started.

Vision

The vision of CustomerFriendlier.com is that the customer is, and should be, leading the direction of the organisation. By taking the feedback of the customer seriously and learning from it systematically, a customer focused and efficient organisation develops. 'Once the customer's voice is heard, the organisation has opportunity to improve.'

'ONCE THE CUSTOMER'S VOICE IS HEARD, THE ORGANISATION HAS OPPORTUNITY TO IMPROVE'



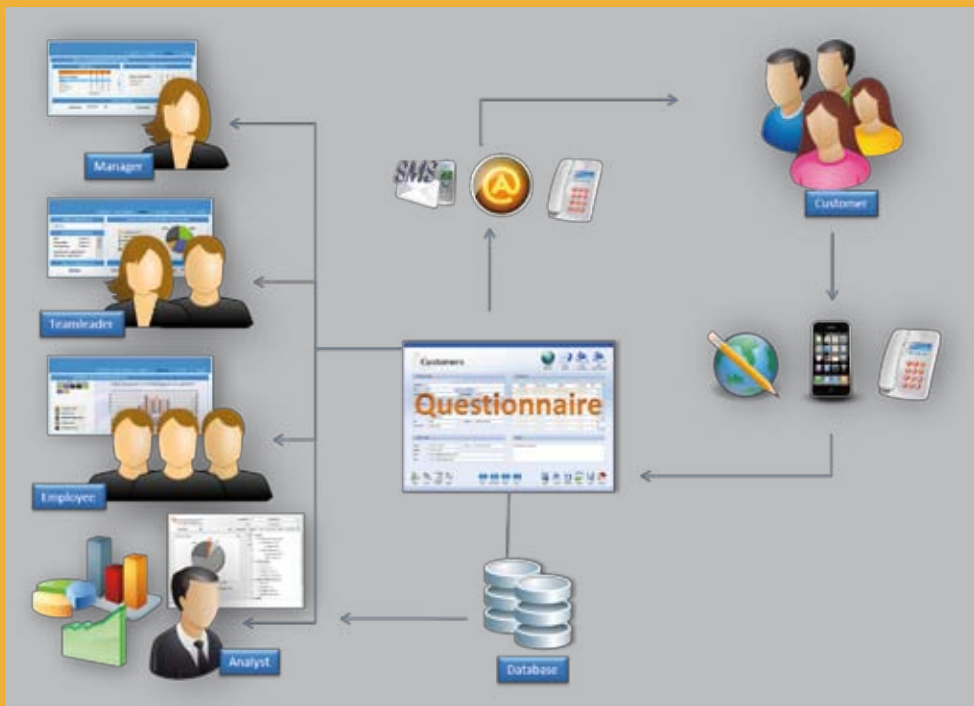
Key to success

We have introduced and implemented the solution with leading national organisations, varying from tens to several thousands of staff. The key to success is - a continuous feedback stream, - the possibility for all customers and customer groups to provide feedback and - the development path for managers and employees that CustomerFriendlier.com provides.

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CUSTOMER FEEDBACK DRIVING IMPROVEMENTS IN PERFORMANCE AT ALL STAFF LEVELS

Software as a Service (SaaS)



We deliver our solution as SaaS. You don't need to buy the software, but just buy a service based on usage. The SaaS runs on our servers and all ICT tasks are done by us, including purchasing of hardware and software, system integration, service management and all the service maintenance.

The benefits for you are:

- No Capex investment.
- No need for an on-site installation project.
- No hidden costs! You only pay for what you use, according to number of users or number of results obtained.
- User-friendly: Intuitive interface, accessible via the web.
- Reliable and secure data processing.



Dialogs Unlimited

Dialogs Unlimited is a software development company that specialises in applications that establish and improve communications between individuals and organisations. Dialogs Unlimited possesses unique expertise in web, speech and telephone integration, a high end hosting environment and operates internationally. Dialogs Unlimited received a range of acknowledgements for unique innovation, such as the 'TechnoPartner' label of the Dutch Ministry of Economic Affairs and various European grants for technological and service innovation. Dialogs Unlimited serves large and small organisations and works typically with business partners.



Information

+44 7944 966 815
info@customerfriendlier.com

Website

www.dialogsunlimited.com
www.customerfriendlier.com