

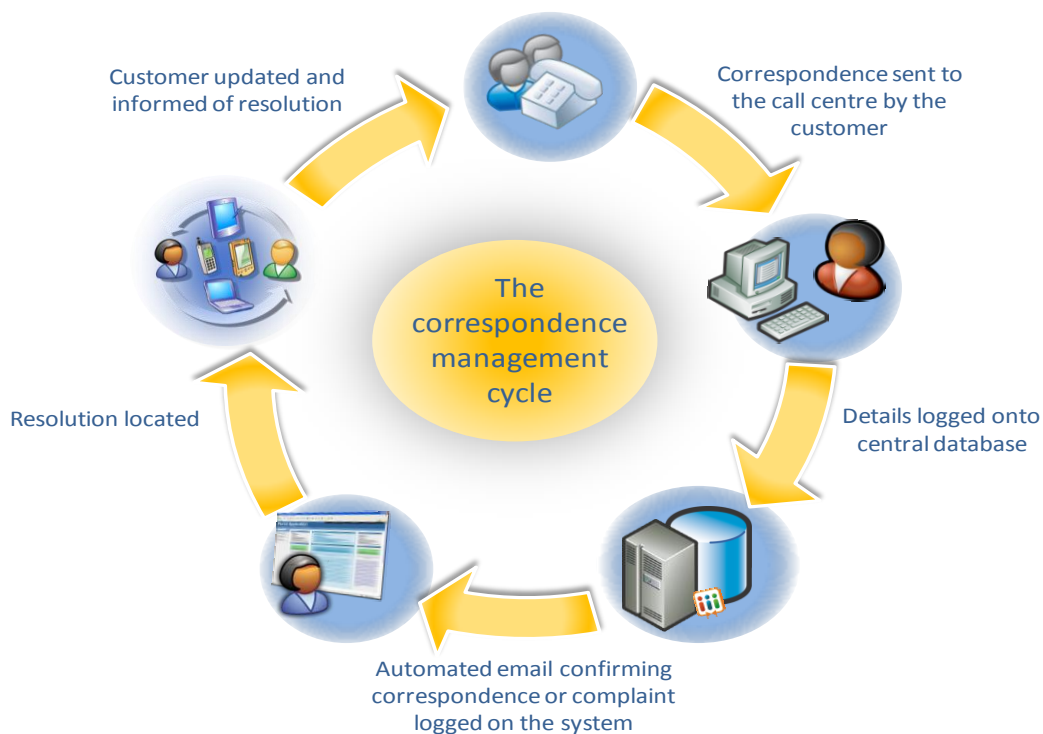
Anyone who has ever logged a complaint with a company knows what a frustrating experience it can be. Waiting in a queued telephone system until you speak to a person, no immediate feedback about what the next steps are, no reference number and a vague promise 'that someone will get back to you'. Goldcrest solutions have developed an innovative, leading edge complaint management solution based on Microsoft Dynamics CRM that will help the process of logging a complaint easier, simpler and quicker.

### Benefits

Complaints form a vital part of any correspondence received from your customers. Not only is it free feedback about your service but it is the best form of free market research that you can possibly get.

Additionally, statistics show that if a complaint is handled promptly and well the customer will be far more loyal to your organisation than those customers that do not complain. No-one can doubt that a communication from your customer is therefore vital to your organisations external perception and profitability.

**Goldcrest** Solutions provide a complaint management solution, based on the Microsoft Dynamics CRM software suite, that handles the five stage correspondence and complaint management cycle (see below) to ensure that all correspondence is handled in the most optimum manner.





## Microsoft Dynamics CRM – Complaint & Correspondence Management

Our solution is unique in that it offers all the functionality you would expect from a complaint and correspondence management system such as:

- 👑 Recording and tracking all interactions with customers
- 👑 Automating responses to customers and assigning the correspondence to the appropriate record
- 👑 Providing a unique reference number
- 👑 Allocating service level agreements
- 👑 Generate a full audit trail of all activity for the complaint or correspondence raised
- 👑 Alerts when a response to a complaint is overdue
- 👑 Display all outstanding items for the complainant to avoid duplicates
- 👑 Full reporting suite
- 👑 An integrated knowledge database

Additionally, because our solution is based on the Microsoft Dynamics CRM platform there are many other benefits including:

- 👑 Familiar Microsoft look and feel
- 👑 Integration to Outlook
- 👑 Sales force automation
- 👑 Campaign & marketing capabilities
- 👑 Integration to Windows Workflow
- 👑 Guaranteed upgrades and enhancements
- 👑 A world of additional functional extras that can be added to the software such as CTI, postcode, e-marketing and PDA extras

Contact us today to find out how our solution and experience can add real benefits to your customer service operation.

### **Goldcrest Solutions**

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