



## PARM'S CUSTOMER SERVICE MANAGEMENT

Increase customer satisfaction and mitigate problems by providing your customers with dedicated, professional customer service management resources

In a retail environment dissatisfied customers can have an extremely damaging impact on your bottom line. According to a recent survey, 91% of unhappy customers will not willingly do business with your company again. In addition, irritated customers tend to share their negative experiences with their peers and through social media channels such as Facebook and Twitter, generating a considerable amount of bad publicity. Customers can also file complaints to organizations such as the Better Business Bureau and Consumer Affairs, or file lawsuits against your company, which can be costly and damaging to your reputation.

### WHY GOOD CUSTOMER SERVICE IS IMPORTANT

As we can see from the negative impacts caused by dissatisfied customers, having good customer service is paramount. Satisfied customers bring growth to your business by bringing in repeated purchases and generating positive word-of-mouth. While the probability of selling to an existing customer is estimated to be around 60-70%, selling to a new customer is in the range of 5-20%. With the cost of attracting a new customer approximately five times greater than the cost of retaining an existing customer, there is no doubt that keeping your customers satisfied is vital to the success of your organization.

Great customer service can also be what differentiates your organization from its competitors. In an ever-increasingly competitive business landscape, 89% of companies now expect to compete mostly on the basis of customer experience. In the words of Mercedes Benz USA President and CEO Steve Cannon: "Customer experience is the new marketing".

### PARM'S CUSTOMER SERVICE MANAGEMENT


Good customer service is based on professional, helpful, and friendly human interactions. With PARM's Customer Service Management services, your customers will have access to a dedicated channel where they can ask questions, voice their concerns, or report incidents. By having the guarantee that your customers will receive the upmost level of service from one of our highly trained operators every time they contact your organization, you can rest assured that the reputation of your company and the strength of your brand are in good hands.

Our operators are also trained in problem solving and de-escalation techniques, ensuring that complaints and issues will be handled properly, and lowering the chances of them spiraling into legal issues and bad press.


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## VALUE PROPOSITION


PARM's Customer Service Management services gives your customers a channel through which they can ask questions, voice their concerns, or report incidents. Every question, concern, or incident is managed by one of our highly trained in-house operators, for optimal customer service and conflict resolution:




**Customer Satisfaction**  
PARM's trained in-house operators expertly manage customer questions, concerns, and incidents for a positive resolution.




**Customization**  
File management procedures and protocols custom built to your standards.



**Documentation**  
Every customer interaction is logged in a centralized database.



**Reporting**  
High-risk issues are immediately reported to management.



**Insights**  
Fully customizable monthly and quarterly reports help management gain better insight into their customers' concerns.



ProActive Risk Management

# PARM



ProActive Risk Management (PARM) is a leading global provider of enterprise risk management and security services. By taking an integrated approach to risk management and by recruiting the security industry's top talent, PARM has positioned itself as its clients' trusted vulnerability partner, providing an unmatched level of service based on its patented Five Dimensions of Risk Management.