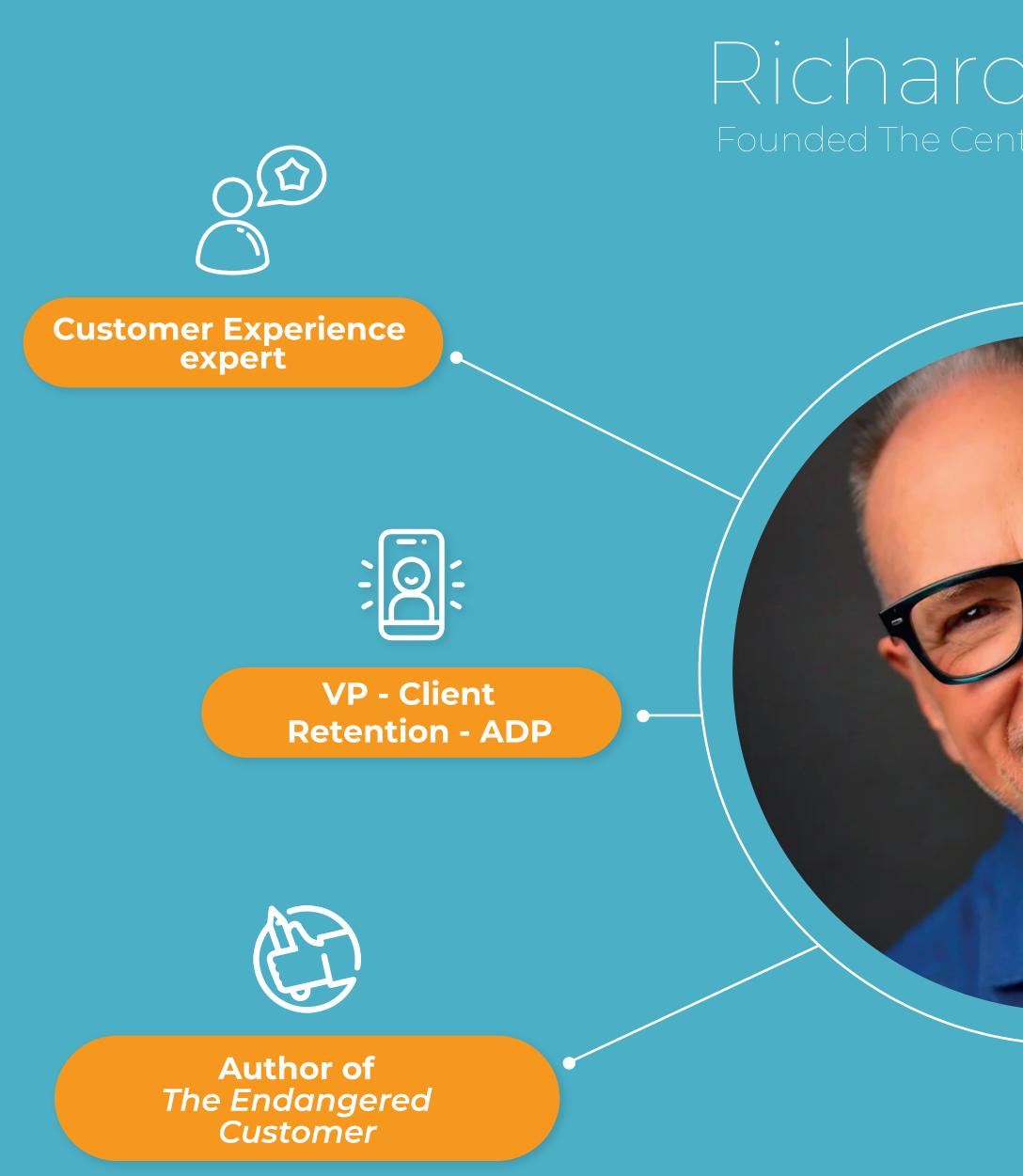
2 the center for client retention

Enhanced Growth through Customer Insights





Richard Shapiro Founded The Center For Client Retention



Published in NY Times, The Boston Globe, and CBS News



Retained by Keurig, Pfizer, Crayola, Colgate

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Adjunct professor at the Fashion Institute of Technology of NYC



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What do we do?

We help you understand and retain your customers

We design and implement ongoing customized survey programs. We ask your customers to give us feedback about their experiences, preferences and expectations

Ideal for contact centers. Measures satisfaction based on a one-time interaction

TRANSACTIONAL SURVEY

We use the results to help you achieve your strategic business goals

Preferred by businesses. Measures ongoing client satisfaction

RELATIONSHIP SURVEY

Let's discuss your business.



Our Program

No magic recipe. We bring together 35 years of expertise, data, technology, and personalized assistance.

- We learn about your business needs
- We design and execute surveys customized to your needs and goals.
- We analize and share the results so that you can respond, and retain and grow your customer base.





VISUAL DASHBOARDS

Your data made accesible, customizable, and easy to understand.



TRIGGER EMAILS

Alerts that help you identify and act on issues inmediately.

How do we do it?

QUARTERLY BUSINESS REVIEWS

Collaborative discussions to discover trends and opportunities for growth in your business.

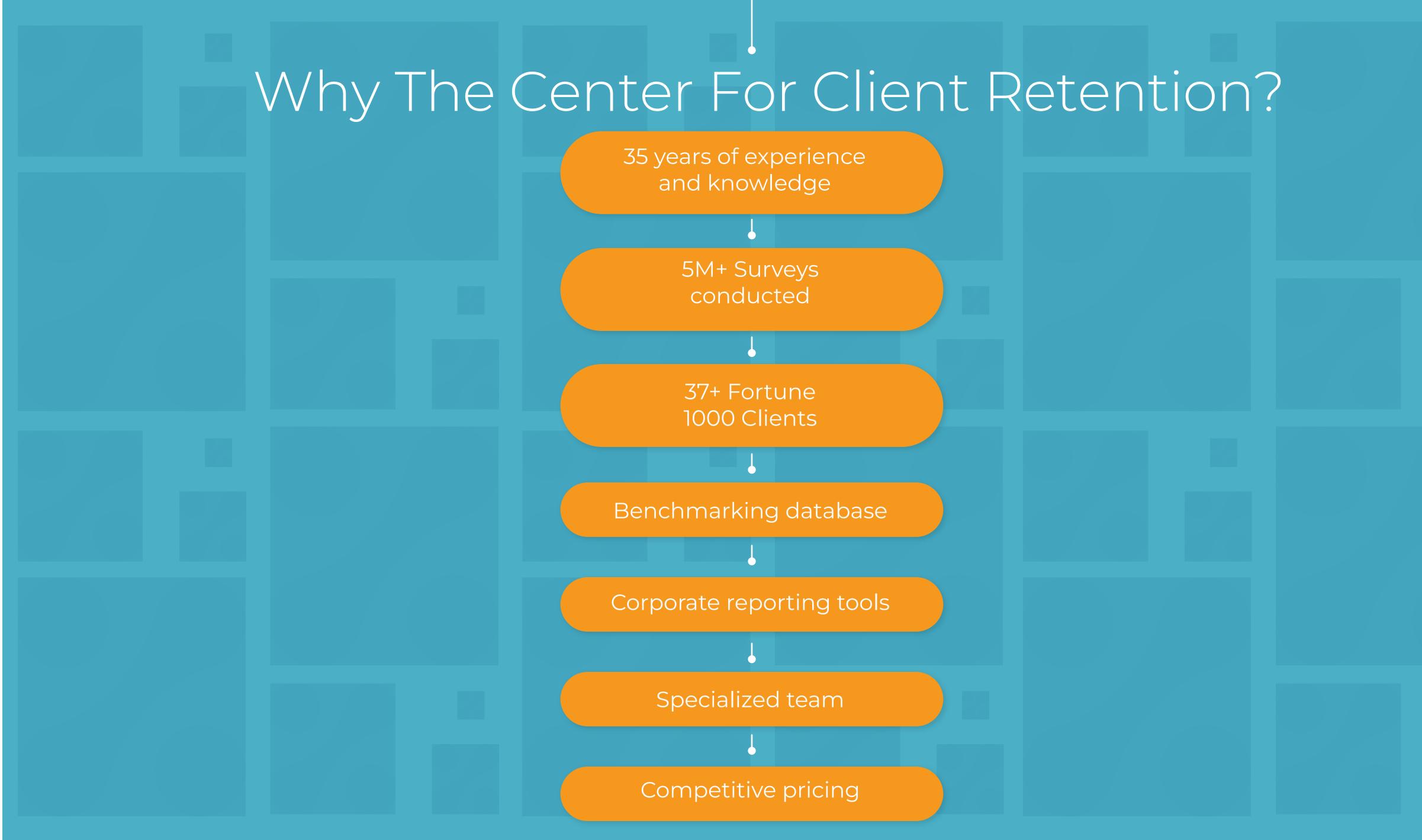


timely and useful data updates.

ONGOING SUPPORT

Your dedicated account manager helps you track results and actionable feedback







Companies that trusts us



Johnson 4 Johnson









What's our process?

DISCOVERY CALL

We want to learn about your business and understand your needs.



SURVEY DEVELOPMENT

We work together to develop customized questionnaires for your business objectives.



DISTRIBUTION & ANALYSIS

We execute the surveys and provide real-time results via visual dashboards.



QUARTERLY BUSINESS REVIEWS

We regularly meet to review results and discuss changes that will help you grow.

SUPPORT

Throughout the process, you'll be assisted and supported by your dedicated manager.



Would you like to know more? info@tcfcr.com | www.tcfcr.com



