

Every time a customer interacts with your brand

**IT'S AN OPPORTUNITY**

 **ACCENT**  
Our focus is your customer.

An MDC Partners Company





## The Customer Relationship is **CHANGING**

Today's consumers have more power than ever to positively or negatively influence your brand – and that power grows every day.

- **More than 500 million active Facebook users**
- **Over 100 hours of video uploaded to YouTube every 4 minutes**
- **50 million tweets per day—that's an average of 600 tweets per second**
- **Google now #2 behind Facebook for weekly US internet traffic**

*Source: Self-published information from Facebook, YouTube, and Twitter*



# Are you ready to **ENGAGE?**

As the conversation shifts from a one-way push of information into a two-way dialogue, marketers must learn to engage in real-time conversations with consumers whenever and wherever they occur.

ACCENT is the performance marketing company for marketers who need help engaging consumers in today's digital, social and interactive world. We're challenging the idea of the traditional call center and transforming the customer relationship along the way.

Our suite of engagement solutions goes beyond driving one-time transactions to influence repeat purchase behavior, shape brand perceptions, and create brand advocates for life. Because every time a customer interacts with your brand, it's an opportunity.

## THE VALUE OF CUSTOMER ENGAGEMENT

ENGAGED CUSTOMERS	DISENGAGED CUSTOMERS
Recommend your brand nearly 4 times more often	Tell an average of 3 people to <b>AVOID</b> your brand
Visit your website twice as often and make 3 times as many online purchases	Cost you 25% to 75% of annual lost sales
Are more willing to forgive a problem if referred by friends or family	Are 4 times more likely to post to a blog or website about their poor customer experience

SOURCE: People Metrics Survey, 2009 / Adobe Systems Survey, 2007

## CUSTOMER ENGAGEMENT DEFINED

**ACCENT Marketing:** "A comprehensive strategy to maximize a brand's ability to connect with consumers and influence their behavior whenever and wherever interactions occur."

**Forrester Research:** "Engagement is the level of involvement, interaction, intimacy and influence that an individual has with a brand over time."

**Wikipedia:** "Customer Engagement enables organizations to more effectively respond to the fundamental changes in customer behavior brought about by the Internet."



# The Engagement **EXPERTS**

- Whether your customers are chatting over the phone, online or in the social cloud, we'll make sure you're part of the conversation. And, we'll bring you much closer to your customers – helping you connect with them in meaningful and relevant ways. Our engagement solutions are designed to help you:
  - **Deliver superior customer experiences consistently across contact center, online and social media channels**
  - **Create a branded online experience that lets your customers seamlessly transition from web self-service to online agent-assisted email, chat and co-browse channels**
  - **Brand the social experience, creating compelling customer communities while learning from the social conversation**



"The contact center used to be the hub of all customer experiences, but in the new world, you have social, web and the contact center. All three demand your commitment. Without all three, you won't be able to compete."

– Tish Whitcraft, Senior VP of Customer Experience and Operations, MySpace

# THE TALENT AND RESOURCES

## To Drive Your Business Forward



How can we do this? We've assembled an exceptional team of engagement specialists backed by the most advanced engagement management tools on the market today.

- **Data Analytics**
- **Communication Channels**
- **Knowledge Management**
- **Social Media Monitoring**
- **Print and Fulfillment Services**
- **Back-Office Services**
- **Workforce Management**
- **Quality Monitoring**
- **Reporting**

### AWARD-WINNING PERFORMANCE

Sprint Values Partners Award  
Sprint Chairman's Quality Award  
Humana Outstanding Quality Award  
Best Contact Center Leader in North America  
Best Contact Center in North America  
Best HR Professional in North America  
IEXcellence Award



# The ACCENT Engagement

Combining our tools, strategies and resources, ACCENT has created an engagement process that cultivates and strengthens a customer's relationship with your brand. During each phase, we provide a deep focus on your customer and their brand experience. By doing so, we help you transform your customer service touch points into powerful relationship and brand-building tools that drive ROI and improve customer lifetime value.

## THE ACCENT ENGAGEMENT DEFINED

**LISTEN:** Hearing your customers when and where they choose to interact with your brand.

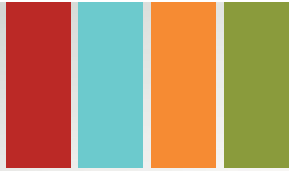
**LEARN:** Capturing transactional and behavioral data to gain valuable customer insight.

**CONNECT:** Translating insight into an engaging and personal conversation.

**INFLUENCE:** Transforming your customers into brand advocates.

**OPTIMIZE:** Scrutinizing every interaction, ensuring the next one is more intelligent and engaging than the last.





# Solutions that create the perfect **CUSTOMER EXPERIENCE**

## ACQUIRE

Target the right individuals who are most likely to become customers.

- Campaign Management
- Lead Management
- Response Management
- Order Management
- Point-of-Sale Support

## SUPPORT

Respond to customer needs while delivering an improved experience.

- Customer Care
- Technical Support
- Welcome Campaigns

## RETAIN

Keep the customers you have, win back those you've lost and ignite advocates.

- Retention Campaigns
- Save Desk Solutions
- Thank You Campaigns
- Satisfaction Survey Admin.
- Account Review Campaigns

## GROW

Identify your best customers and keep them engaged.

- Cross- and Up-Sell Campaigns
- Loyalty Marketing Campaigns
- Innovation Communities

TYPICAL COST-BASED  
CALL CENTER MODEL

Mass Marketing



Decreased Costs



Reduced Churn

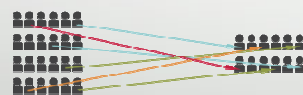


Singular Optimization Strategy



ACCENT ROI-BASED  
ENGAGEMENT MODEL

Targeted Marketing



Increased Interaction



Ignited Brand Advocates



Personalized Optimization Strategy





# Experience Builds Brands

Since 1993, ACCENT has helped world-class brands acquire, support, retain and grow customers at every stage of the lifecycle. Today, that includes expert guidance to engage in the digital, social, interactive and real-time world.

## VERTICAL MARKETS SERVED

Telecom / Manufacturing / Insurance / Retail  
Cable / Healthcare / Financial Services



**Solution:** Customer Care

**Results:** 41% savings of \$8.26MM and \$1.4MM in incremental billing adjustments over internal centers



**Solution:** Tech Support / Cross and Up-Sell Campaigns

**Results:** 14% increase in revenue on incentivized items



**Solution:** Appointment Confirmation Campaigns

**Results:** \$430,000 cost savings in less than six months on unnecessary truck rolls



**Solution:** Member Sales

**Results:** Sold four times more memberships over internal center, generating \$18.8 MM in member lifetime value



**Solution:** Member Care

**Results:** Decreased cost per call by 29% while improving member satisfaction rating to 94%



**Solution:** Account Review Campaigns

**Results:** Scheduled 51,000 appointments resulting in \$1.1MM in new revenue



**Solution:** Loyalty Marketing Program

**Results:** Generated 68,000 product sales and registrations valued at more than \$389,000



# The ACCENT **ADVANTAGE**

In ACCENT, you have an established partner that brings a refreshing point of view, specialist experience and a proven ability to deliver differential results. We'll help ensure your brand remains strong, relevant and a valuable asset. After all, **the most important customer interaction is the one that's going to happen next.**

## **ARE YOU READY?**

Contact us to get started.

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