



“ Keeping a customer informed helps manage expectations and preserve customer satisfaction. ”

CALVIN SUN, TECHREPUBLIC

GREAT SERVICE, SIMPLY DELIVERED

Too often, a great service experience is ruined because nobody remembered to tell the customer what was happening. It's especially true of large, complex organisations, or where the order or request involves many stages, departments or staff.

Now, imagine you could streamline all of that. The right people doing their bit at just the right time for a fast, efficient result – with the customer kept up to date throughout.

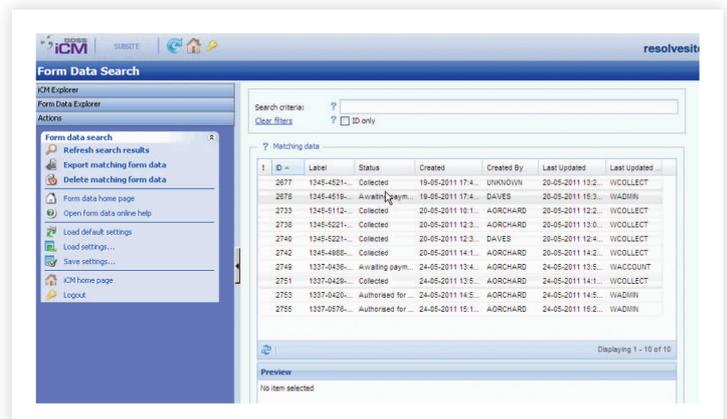
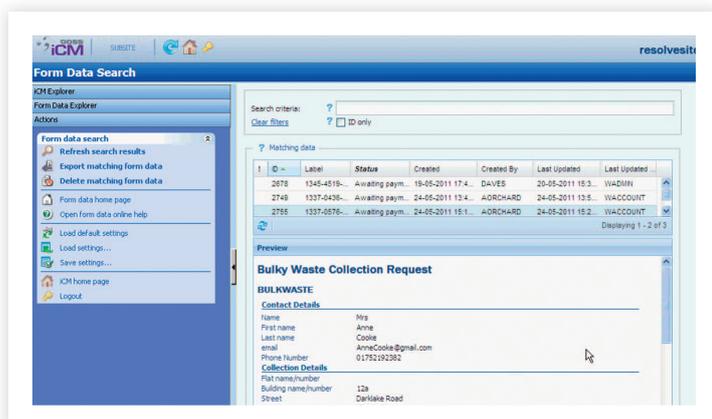
Multiple-stage processes handled seamlessly, minimising cost, while the customer knows what's happening and why, and gets the satisfaction of seeing the progress happen. Real openness, plus maximum efficiency, equals true service. Everybody wins.

Benefits to your customers

- ▶ Track forms, requests and orders
- ▶ Stay informed throughout
- ▶ Seamless communication with multiple departments

Benefits to your organisation

- ▶ Streamline key service processes
- ▶ Manage customer expectations
- ▶ Improve response times
- ▶ Avoid missing or duplicating work
- ▶ Handle payments with efficiency and ease
- ▶ Timely, automated communication



Introducing Self-Serve, from GOSS

The self-serve module from GOSS Interactive lets customers track all their orders, requests and forms on your website, and gives your team a tailored, efficient process to handle them. The result? Delighted customers and impressive cost savings.

Each piece of work goes straight to the most relevant staff member or department, and is guided smoothly to completion through clever, customised automation.

Meanwhile, even the most complex process becomes easy for the customer to follow. No more being shunted from department to department; instead, it's seamless service – leaving customers feeling fully informed, well cared-for, and thoroughly impressed.

Key features

- ▶ Single screen view for all forms, requests and orders
- ▶ Joined-up contact across multiple departments
- ▶ Intelligent highlighting makes new requests unmissable
- ▶ Design foolproof automated systems
- ▶ Tailor processes for each team, maximising efficiency
- ▶ Pre-defined text improves service time and quality
- ▶ Enhanced GOSS iCM forms capability
- ▶ Increased knowledge transfer and data browsing

Module includes

- ▶ Enhanced login and registration features
- ▶ Full day onsite training
- ▶ Site visit by senior GOSS consultant



91%

OF BEST IN CLASS COMPANIES PROVIDE CUSTOMERS WITH THE ABILITY TO TRACK ISSUES OVER THE WEB.

SOURCE: Aberdeen Group

Why GOSS Interactive?

Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations. Built around the multi-award-winning GOSS iCM content management system, our customer experience management tools and consultancy empower you to deliver web strategies that provide enhanced revenues and superior customer service.

“ GOSS are always looking out for us; letting us know of new ways to reduce costs and improve the online experience for our customers. ”

ANDY NIX, ICT SERVICES MANAGER, SOUTH KESTVEN DISTRICT COUNCIL & BOSTON BOROUGH COUNCIL

Start the process now

Streamlining your services and keeping customers fully in the picture – all within your website – needn't be difficult. Ask us about GOSS self-serve today.

W: www.gossinteractive.com, **E:** enquiries@gossinteractive.com, **T:** 0844 880 3637

Find out more

See how your organisation can get closer to its customers through personalised content.

www.gossinteractive.com/self-serve