

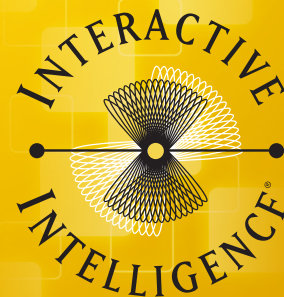
## Tips for Customers: Getting the Service You Want

from Interactive Intelligence, Inc.

Communication with call centers has become a primary method for dealing with a company. However, too often these interactions lead to undue stress and frustration. Endless automated menu options, listening to agents read from insincere scripts, transfers to yet another department, and your issue still isn't resolved.

Remember these tips the next time you call for service. They can help you navigate common customer service challenges and ensure you get what you need when interacting with call centers.

- 1. Zero is your best friend.** Automated menus can be confusing and a challenge to get the information you need. Very often pressing zero will allow you to get directly to a live agent and on your way to a faster resolution.
- 2. Make reasonable requests.** Demanding the whole farm the minute an agent takes your call will get you nowhere quickly. "I demand you charter a plane and fly me to my destination" simply isn't going to happen and you're going to be left with nothing. Instead, ask for something that is attainable. By stepping through your request one item at a time, the agent can deal with your issue in a more effective manner. And if you're reasonable, the agent has a much better chance of helping you.
- 3. Don't simply accept "no" as the answer.** "No" doesn't resolve issues, but sometimes a call center agent isn't authorized to say anything other than that. When no is unacceptable, negotiate with the agent; have them tell you what the next actionable step should be toward a resolution. If the agent still can't help you, ask to speak to a supervisor. Keep escalating until you reach someone with the authority to help you. You'll be surprised how far you get.
- 4. Know what your recourse is.** Many organizations are regulated or influenced by other agencies, oversight groups, or boards that track industry complaints. If you feel that you've escalated your reasonable request, but no satisfactory resolution has been reached, let the call center manager know that you plan to write a letter of complaint to the appropriate regulatory agency (you'll need to be specific). You'll often find the call center more amenable to correcting the problem.
- 5. Reward good service.** If you get good service and appreciate it, say so... to the agent and, if possible, to the person's supervisor. Or take it a step further and put your sentiments in an email or letter. Agents and supervisors in a call center view positive feedback from a customer when they've done a good job as key to their continued success.



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