

## CSEA Associates

“Assessing the Pulse of Your Customer”

### About CSEA Associates

Customer Service points are moments of truth for any organization more so for the Retail, Financial Services, Telecom, Hospitality and Other Customer Service Oriented Sectors.

The Customer Service Experience determines the success or failure of the Point of Sale. The world over successful organizations and business leaders have immensely benefited through an objective and transparent assessment of how his/her “Customer” Experiences while consuming services on offer. The Customer Service Experience Assessment (or CSEA) is an objective view of your business through the eyes of your customer.

### Services

- Measurement of customer service experience by the way of observations which includes anonymous on-site review of your shop / branch / franchisee location
- Evaluation of customers’ feedback by the way of personal interview which involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses.
- Assessment of facts through e-mails for proposals or order requests
- Review of information through questionnaires and schedules
- Estimation of customer service feedback by the way of various survey



### Approach

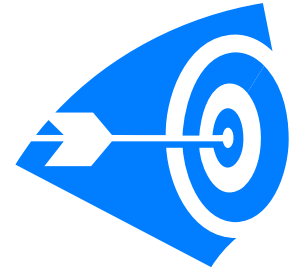


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### **Key Benefits**

- Improve Employee Performance
- Increase the level of transparencies across the organisation level
- Increase customer retention / loyalty
- Improve quality of service
- Improve bottom line



### **Targeted Industries**

- Retail Sector
- Hospitality Sector
- Banking Sector
- Financial Sector like Mutual Funds, Brokers, etc.
- Entertainment and Theme Park, Club, etc.
- Call Centers and Courier Services
- Automotive and Automotive Services and many others

### **Reach Us**

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