



# totalrecall

The Complete Customer Service and  
Brand Experience Measuring System



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## TOTAL RECALL DEFINES A NEW ERA FOR CUSTOMER SATISFACTION AND CUSTOMER SERVICE EVALUATION

For most organisations, delivering a consistently high level of customer service is essential. In the current economic climate, it has never been more important for service providers to deliver fast, efficient and personalised experiences.

The rewards of good customer service are well documented. Research has shown that the most important driver of customer satisfaction is the handling of customer enquiries. Research has also shown that a 5% increase in loyalty can lead to an increase in profits of between 25-85%.



### So, what is totalrecall?

Vision One's **totalrecall** is a unique multi-faceted and highly cost-effective way of gaining customer, employee and stakeholder feedback. Its applications are far-reaching, including: customer service centres and post-call customer feedback, retail outlet performance evaluation, customer satisfaction surveys and can even extend to large scale multilingual surveys. Powerful and intuitive analysis tools, with real-time reporting, are available online 24x7 on a secure website.

If you are thinking this has to be costly, think again! **totalrecall** is an easy and affordable survey tool whether you want feedback from a small group or from thousands of people. Survey charges are on a per use basis.

In a recent survey by Vision One, 70% of the UK public felt it was important for service providers to offer an opportunity to provide feedback on their products and services. People will participate in a survey if it is easy for them to do so - a staggering 81% of those who had ever been invited, had participated in a customer service telephone survey.

**totalrecall** offers a wide variety of data capture methods to help make your surveys more accessible and to increase feedback.

We make it easy for you to analyse the data: results for all surveys can be seen online on a secure website, in clear and simple graphs as well as in a spreadsheet.



## How does totalrecall work?

totalrecall uses a range of integrated approaches to capture customer feedback. Questions can be tailored to each approach whilst retaining some consistency for comparison purposes. The various data capture approaches include:



- In-store or remote kiosks capturing customer experiences as they happen in store or at events
- Web surveys – customers are routed to our secure website from weblinks or pop-up invitations



- Inbound calls can be forwarded (automatically or by staff) to the totalrecall IVR system
- Text messaging invites can be sent to customers to participate in the survey



- Freephone – customers can call a freephone number to provide feedback
- Face to face and telephone surveys can be added to help build sample

## Key Features

totalrecall survey functionality is second to none. Our database contains all survey questions and customer responses, comments and attached data, enabling all the following features:

### **Multi-media: phone, web, kiosks & SMS**

The same survey can be deployed via the telephone, kiosks and on a web site. Try the demonstration survey for an example of this with a chance to win £250 M&S Vouchers. We can also supplement this with traditional research approaches (face-to-face and telephone interviewing) to cover virtually all data-capture possibilities.

### **On-line survey management**

All management activities, including reporting, can be performed via any internet browser. totalrecall does not require any special software to be installed on the user's computer. There are no individual user licenses to purchase one contract covers everyone who needs to have access.

### **Easy survey set-up**

Users can set up, amend and create new versions of their own surveys over the internet with our easy-to-use survey set-up tools.

### **Fully flexible Questionnaire Design**

If you have more questions than you have time for in the survey, questions can be randomised or rotated. Dependent questions can also be set up, triggered by responses to previous questions.



### **Attach any call centre data**

Agent ID can be attached to allow Agent performance monitoring. Caller ID and customer number can be attached for integration with any existing CRM systems. Notes or files can be attached to individual questionnaires. Call recordings can also be attached.

### **Verbatim records**

Open ended questions and comments can be left either as audio on telephone surveys or as text in web surveys. Recordings of comments can be listened to at the click of a mouse, transcribed and attached in a text box.

### **Powerful reporting**

A complete set of easy to use graphing tools enables managers to analyse results quickly. Graphic reports are easily printable and sent by email without losing their context. Results can be ranked or filtered, allowing easy comparison for performance management.



### **Real-time Alerting**

SMS and email alerts can be set up for any survey, where a specified contact person is alerted, for example, if a customer has left comments, or if a certain number of questionnaires have been completed, or if satisfaction levels fall below a defined acceptable standard.



## About Vision One

Vision One Research is a leading and innovative independent full service research company delivering quality research and planning solutions across a wide variety of sectors. We specialise in retail and shopper behaviour and undertake all aspects of qualitative and quantitative research and also provide analysis and consultancy services.

Vision One Research operates a quality management system. We are members of the **Market Research Society (MRS) - MRS Company Partners**, which provides reassurance to clients of our commitment to quality and adherence to the code of conduct of the MRS. Vision One Fieldwork is ISO 9001:2000 and ISO 20252:2006 accredited and a member of the Interviewer Quality Control Scheme (IQCS).



In addition, Vision One is committed to meeting the requirements of:

- UK Data Protection Act 1998
- European Directive EU 95.46/EC
- ICC/ESOMAR (The World Association of Research Professionals)
- International Code of Marketing and Social Research Proactive

Vision One is dedicated to superior quality research and is continuously looking for new ways to improve. As part of this programme, we track our client's satisfaction on every project we do. For the past two years, since tracking began, we have managed to achieve a remarkable 100% satisfaction with all our clients.

Feel free to contact us for more information about **totalrecall** or any other research requirements you may wish to discuss

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