

Market & Industry - Contact Center



Did you know that Merkle RMG has a Contact Center within our Hagerstown facility? Our Contact Center provides in-bound donor support to over 25 non-profit clients. Instead of the clients 800# ringing at their location, the donor's call will actually connect with our contact center here in Hagerstown, Maryland. We have 35 highly trained Donor Care Specialists available from 8:30 a.m. to 9:00 p.m. (EST) Monday through Friday, to respond to general donor inquiries.

What types of donor calls does Merkle RMG handle? We have found that the 80/20 rule applies in the case of donor calls. 80% of incoming calls are standard customer service requests such as pledges and donations, account information updates, mail preference modifications, and mission or program information requests. The 20% that are non-standard are handled via the call being soft transferred by the Donor Care Specialist to the non-profit, allowing the donor to still receive a positive donor care experience.

Why would non-profit outsource their in-bound donor calls? As I previously stated, 80% of these calls are standard customer service calls that can be handled effectively through a staff of agents who

are intimately knowledgeable about the mission of the non-profit and trained in the various scripting scenarios. Outsourcing also allows the non-profit's back office staff to focus more energy on their mission instead of answering repetitive phone calls. Merkle RMG also provides a detailed monthly report to the non-profit that shows the total calls received, calls answered within 20 seconds, number of abandoned calls and calls by action code. This level of details provides our clients with more insight around their donor calls than they could ever gather from handling the calls themselves.

What other services can the Contact Center provide?

- In-bound donor email inquiries.
- Spanish speaking agents if required.
- 100% call recording/archive
- Live-call monitoring
- Outbound Thank You calls.
- Outbound credit card recovery calls
- Outbound donor satisfaction survey calls

In 2013 Merkle RMG's Contact Center received more than 200,000 in-bound phone calls and responded to 450,000 in-bound email requests. If you would like to learn more about our Contact Center services I would be happy to speak with you. My direct line is (301) 797-4099.

Customer Service News - Direct Marketing Association (DMA)

I recently attended the DMA NY Non-Profit and attended a break-out session concerning customer service trends for 2015. I found it interesting that Merkle Response is ahead of the curve, and has been embracing these customer service concepts for several years. This has proven to be a major differentiator for us in the markets that we serve.

Be More Social

Customer service is becoming more social. More customers are turning to social media to solve their issues. Does it make sense to bring in customer service reps to handle these issues? RMG believes the answer is yes. Our Account Managers are on LinkedIn, Twitter, FaceBook, and participate in industry discussion groups. Please look at our website on a weekly basis for the content we push out that can help your organization grow. Our website is www.MerkleResponseServices.Com.

24/7/365

Forget 9 to 5. Everyone wants answers and

solutions right away. Our model is changing. We understand that our clients rely on us to have answers and we're looking at offering service available without interruption regardless of time or day.

Going Mobile

Why should customer service stay behind, when customers go mobile? The number of smart phone users in the U.S. in 2015 is predicted to be around 182.6 million, more than 16 million than this year. A Support button in a mobile application or on a website is a must-have in 2015. We will be exploring this option to provide additional support to our clients.

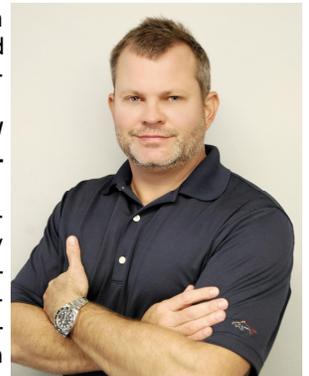
Recognition

Reward your Account Managers. They'll be happier, more motivated and they'll provide a better customer experience for your organization. If they exceed your expectations, let them know about it, and RMG will do the same. We will recognize our employees' good service which will

help keep them motivated and drive better customer service.

Proactiveness/ Personal Communication.

Preventing issues before they occur by communicating with customers proactively will be an ongoing activity for our customer service team in 2015 and beyond. This will be one of my major areas of focus in 2015. We rely on emails too often. We want to be proactive and have more conversations with our clients over the phone. I believe our relationships with our clients will be stronger and our relationships will be better for it.



Merkle Response in the News

Bill's Big Blog: <http://merkleresponse.com/blog/>

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Twitter: [@MerkleRMG](https://twitter.com/MerkleRMG)

LinkedIn: [Groups/MerkleRMG](https://www.linkedin.com/groups/MerkleRMG)

Spotlight - Merkle Wellness

As I walk to the community-printer in our office area, I glance out the windows and notice that a beautiful late-summer day has blossomed from the overcast, cool temperatures of the morning. And I notice something else that seems odd and therefore catches my attention. People, our employees, scattered throughout the parking lot. Some are alone, ear bud cords visible against their t-shirts, others are in groups of two or three walking, arms swinging, some laughing, most smiling. I actually stop by the window and watch for a minute because although it is a lovely day, it is unusual to see so many employees outside on their break and then I remember Coast to Coast began this week!

Coast to Coast is our Merkle Wellness Program event where employees create teams of five

members and compete as a team to move across the map of the United States (Coast to Coast) step by step. Each team member wears a Merkle-provided pedometer and reports their accumulated steps each week. The team that travels the greatest distance wins! The wall of our central gathering area, the Media Center, provides a visual of the race as each team's icon moves each week as more and more steps are accumulated. It takes six million steps to walk from East to West Coast and some of the teams meet that goal with most of the teams walking well over 1 million steps during the 12-week competition.

Even after 8 races over the last four years, this bi-annual event still generates excitement and a competitive spirit like nothing else in our Wellness Program toolbox. It

continues to be the event with the most employee participation, averaging 100 walkers each race. Employees get creative inventing their team names (Sole Sisters; Walking on Sunshine; Walking Warriors; The Fit, the Fat & the Elderly) and while the monetary prizes for team and individual high stepper are appreciated, the bragging rights seem to be the coveted prize at the end of the race!

The race will continue at Merkle Response until October when the weather won't be quite so nice for walking outside next on the Wellness calendar Merkle's Biggest Loser Challenge!

Kim Myers
Director, Human Resources

New Clients



USPS News

Did you know that RMG tracks the deliverability of our USPS pick up locations by placing seeds in the mail for your organizations? Each month, the team selects clients and we mail from different drop off locations and then track the time it takes to receive the envelopes back at RMG. We not only track first class mail but BRE mail as well. We are compiling monthly data on average deliverability time so we can help our clients make informed decisions about the postal facilities they should be working with.

We believe as many of you do that the average length of deliverability absolutely has an effect on the donor experience. We want to get the acknowledgment in the mail as quickly as possible and having this type of data at your fingertips can allow us all to make USPS location decisions much easier and less time consuming than testing different locations. After collecting 12 months of data, the average deliverability time from mail date to receipt date at RMG for the following USPS locations is below:

Merkle RMG Holidays

- Columbus Day - Monday, October 13th
- Thanksgiving Day - Thursday, November 27th
- Christmas Day - Thursday, December 25th

<u>Client Post Office</u>	<u>Average Delivery</u>
Baltimore MD	3.5 days
Brentwood (DC)	6.5 days
Merrifield VA	7.0 days
Hagerstown MD	8.2 days