



# Mitchell **WorkCenter**<sup>™</sup> **Customer Satisfaction**

Welcome to WorkCenter Customer Management: a solution that optimizes your customer loyalty strategy with web-based reporting tools and real-time customer alerts.



**(m)**powered



# Mitchell WorkCenter™

## Customer Satisfaction

Connect with your customers after the claims process by utilizing reporting tools that provide detailed data that will help you **increase policyholder loyalty** and **improve overall claims performance**.

### STAYING CONNECTED.

Achieving customer satisfaction goes beyond using simple surveys. In an increasingly competitive marketplace, carriers need a solution that measures and manages the overall customer experience.

With Mitchell **WorkCenter™ Customer Satisfaction**, you can configure your customer loyalty strategy and your direct repair program participation with our Web-based reporting tools and real-time Customer Alerts.

Powered by **AutocheX**, our business analytics consulting services help you optimize your Customer Satisfaction Index (CSI) reporting and management processes with features such as:

- Industry and/or custom benchmarking
- Immediate customer feedback
- Multi-level reporting through claim types
- Consistency in method and sample size
- Add-ons such as Text and Sentiment Analysis of open-ended survey responses

Our professionally trained telephone staff offers a personal connection to make your customers feel important and more inclined to participate. With this methodology, nearly 60,000 telephone surveys are conducted each month—giving you increased feedback to better manage the customer experience.

### DELIVERING RESULTS.

With over 20 years of experience, Mitchell uniquely has the ability to combine extensive claims data, custom analytics, and the largest database of completed customer satisfaction surveys in the industry.

The end result? Customer Satisfaction will help you:

- Improve communication with customers.
- Identify improvement opportunities for employees.
- Maximize policyholder retention and referrals.
- Benchmark your performance against industry peers.
- Gain insight to consumer satisfaction at auto body shops in your direct repair program.
- Uncover customer pain points and operational improvement opportunities through automated analysis of open-ended survey responses

### BE PROACTIVE.

Your customers demand the best. That's why you need a customer management solution that will deliver accurate and impartial data quickly. This gives a clear picture of your customers' experience immediately after the repair so you can proactively resolve any issues encountered during the claims process whether they are rooted in customer engagement with claims agents or interaction with body shop personnel.



# At-a-Glance: Inside WorkCenter Customer Satisfaction

Mitchell uses extensive claims data, custom analytics, and the largest database of customer satisfaction surveys—all in an easy-to-use software solution. With these various tools, WorkCenter Customer Satisfaction will help you achieve a better understanding of the overall customer experience

### • PRIORITIZE REPORTS

Easily store specific reports you need into your Favorites section for quick access.

### • CUSTOMIZED REPORT

Determine the exact information you want to view through specific types of reports.

### • DYNAMIC REPORTING

Daily updated reports allow you to see how your business is performing and view trends through selected time periods.

The screenshot shows the Mitchell WorkCenter interface. On the left is a hierarchical tree view for 'ALL AMERICAN INSURANCE' with sub-categories: SOUTH, SOUTHEAST, and SOUTHWEST. Each sub-category lists several body shops. The main area displays a 'Summary Report' for 'American' as of 9/2/2011 2:18:45 PM PST. Below the report title is a table with columns: Status, Repair quality, Shop service, and Vehicle on Time. The table data is as follows:

	Status	Repair quality	Shop service	Vehicle on Time
ALL AMERICAN INSURANCE	Active	8	9.50	9.38
SOUTH	Active	31	8.77	8.81
SOUTHEAST	Active	39	8.92	8.92
SOUTHWEST	Active	89	9.40	9.56
ALL AMERICAN INSURANCE	Active	22	9.36	9.59
American	Active	150	9.27	9.40
American	Active	150	9.27	9.40

At the bottom of the table, it says 'Last Updated 2/10/2011'. The interface also includes a 'Favorites' section on the left, a 'Reports' dropdown menu, and a 'Month' dropdown menu for dynamic reporting.

### • MULTI-PROGRAM REPORTS

View multiple programs in one single workspace based on company department, DRP repair shops, or claim function, etc.

### • HIERARCHICAL FORMATTING

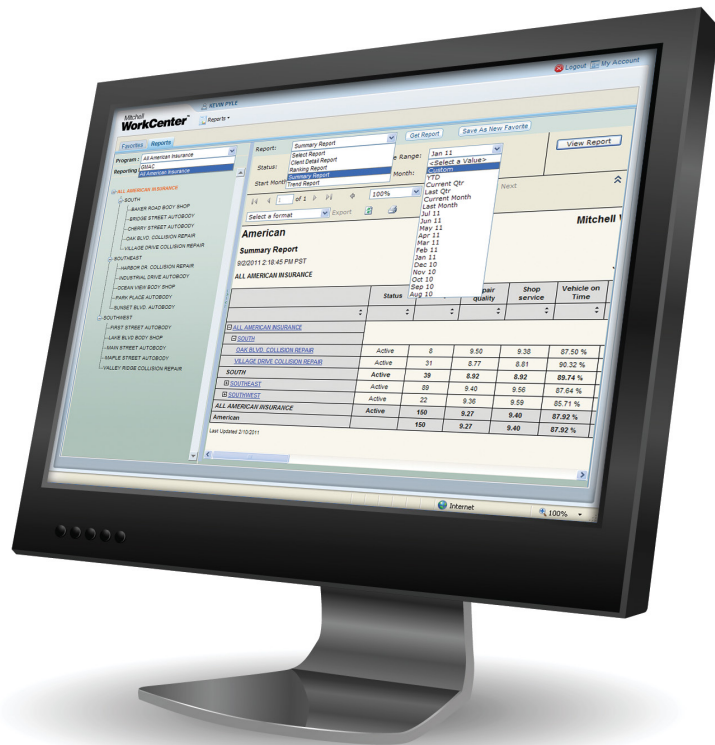
Organize a program with a user-defined and flexible hierarchy system that is displayed to your specifications (e.g. region, agent, etc.).

### • DETAILED REPORTING

Click on the direct link to access the complete list of ratings for a particular body shop, agent, or other subjects.

**In addition to advanced yet easy-to-use reporting features, the customer management solution includes:**

Survey Questions	Proven to reveal the primary drivers of satisfaction with the claims experience.
Professional interviewers	Our telephone staff collects accurate and consistent information measuring customers' satisfaction with the repair facility and insurance claim process.
Impartial Data	In using an outside source to gather information, your customers will express issues about their experience to us that they may not tell you.
Real-time Alerts	Receive notification when a customer responds negatively to a survey, allowing you to address the problem promptly.
Industry-leading Benchmarking	Compare your results against your peers and competitors.
Specialty Solutions	WorkCenter Customer Satisfaction offers a range of solutions apart from DRPs or agents. It also includes staff performance, rental car experience, and home and property claims.



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