Loy@lty Engine

Voice W&B

Social W&B Marketing

i.PSM

Quality Survey

Communication "raises" needs and requests by the consumer. Voice&Web service quickly provides solutions: product information; points of sale indications; it compares pattern features and gives news about promotion campaigns. Pre-sale efforts ensure a consumer profiling, whereas post-market activities consolidate the Brand reputation.

MeTMi' mission is to foster innovative services capable of giving impetus to marketing and sale activities in companies. Our services arise from our passion for action and for the achievement of all the goals we share with our Customers. Incessant investments prospecting for cutting-edge technological solutions, enable us ot reach these targets, every day.

www.voiceandweb.com

MeTMi

www.metmi.it

Italy:
Strada della Moia, 1
20020 ARESE (Milano)
Tel.+39 02 38073.1 Fax +39 02 38073.208
info@metmi.it - www.metmi.it

Österreich:
Heuplatz 2
9020 Klagenfurt am Wörthersee Österreich

info@metkla.at

Spain:
Carrer Marqués de Sentmenat, 54
08029 Barcelona - España
Tel.+34 934452.810 Fax +34 934452.817
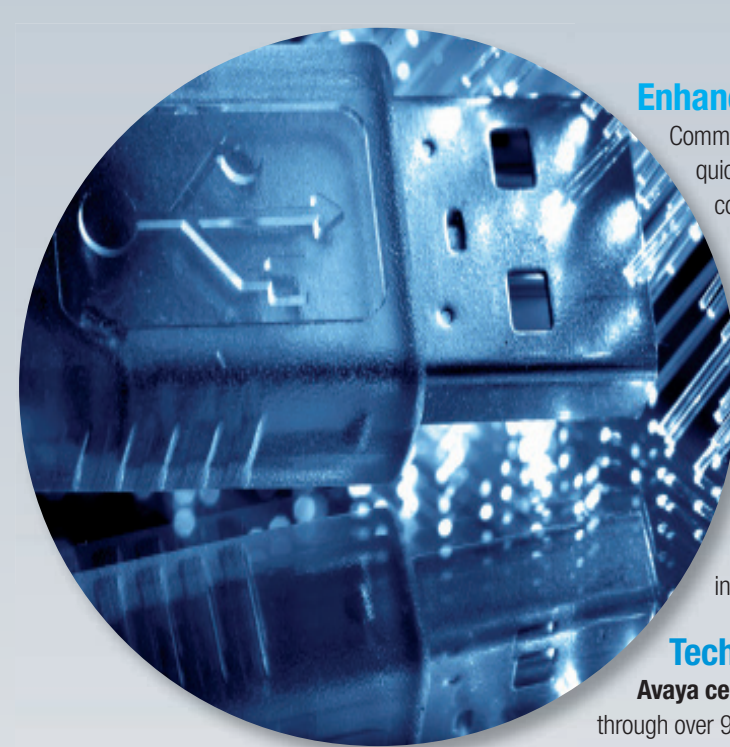info@metba.es - www.metba.es

Social & Web Marketing

Loyalty Engine

Quality Picture

i.PSM

Voice & W&B

The central consulting platform
selected by over 40 brands

Enhancing Promotional and Pre-sale activities

Communication "raises" needs and requests by the consumer. Voice&Web service quickly provides solutions: product information; points of sale indications; it compares pattern features and gives news about promotion campaigns. Pre-sale activities ensure a consumer profiling.

Boosting Technical Assistance and Post-market activities

Voice&Web service manages every single "request" the consumer addresses the Company, from the instant he makes it to its final resolution: activation of collateral guarantees; technical help desk; phone pre-analysis of technical measures; implemetation of every single technical action; solution check; technical support mailbox. In 70% of cases, After-sale calls are due to standard cases and do not necessarily require a technician to be involved.

Technological Architecture

Avaya central station unit, connected to a backbone of the Colt Telecom carriers through over 90 incoming phone lines, 34 Mb (assured in up and download) optical fibre cable, equipped with ACD - Automatic Call Dispatcher functions, IVR system – Interactive Voice Responder and CTI link - Computer Telephone Integration and WallBoard.

Skill Based Routing - the call is routed to the most appropriate operator according to pre-defined criteria and to his/her expertise.

Next-gen telematic inbound and outbound desks equipped with **CMS** - Call Management System software, Data Repository, Co-Browsing, Web Chat and Video chat.

CLI - Calling Line Identification, identification of incoming calls based on their phone number.

Datacenter based on a multi-Server fault-tolerant architecture, shared between the threeo locations: Arese (Italy), Klagenfurt am Wörthersee (Österreich) and Barcelona (Spain), in order to ensure continuity in case of disaster recovering.

Organizational Architecture

Over 20 years now, MeTMi Voice&Web Service has been organized with internal employees (35 operators), providing expertise and constant training in order to preserve long-term achieved know-how through the handling of different "cases". The organizational layout includes: Client Accounts for Customer assistance; I.T. internal Staff to ensure system and data security; room Mangers and project team leaders who handle different cases according to scaled standards of know-how and responsability; Graphic & Web Design Experts who implement digital marketing strategies.
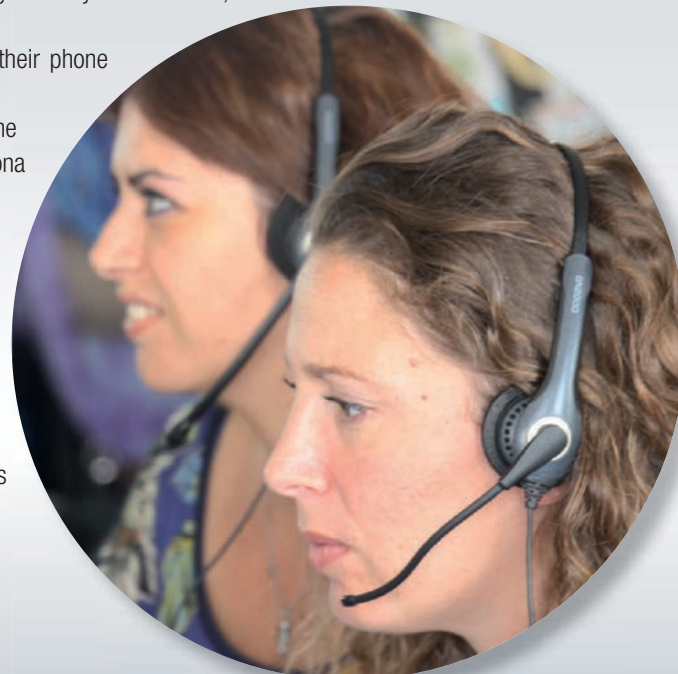
Desktop Mapping (geomarketing software)

On-line device mapping all the information relating to: Points of Sale, Assistance Centers, Direct Customers.

Trouble Ticketing and Know-how Intelligence

Constant training classes within Customers premises, operators' proficiency (all employees on a permanent contract) and low turnover, consolidate the dedicated know-how on users services we provide.

The CMS (Call Mangement System) software and the information Retrieving system keep on developing and categorazing expertise over time, thus assisting operators in preserving their Average Call Resolution (ACR) ideal levels and in reaching a better Average Handling Time – AHT, which helps our Customer to contain costs.

In addition, CMS software makes Trouble Ticketing possible, namely it keeps a record of the history of all customers contacts, enabling the operator to know all previous steps and, where necessary, to submit all information to another operator or to an outside player (usually a Contact Person within the company or a TAC).

Reporting tools

MeTMi provides the Customer with an On-line DashBoard which ensures a real-time oversight of Key Performance Indicators – KPI, telephone flows and all contact / request categories submitted to the Contact Center.
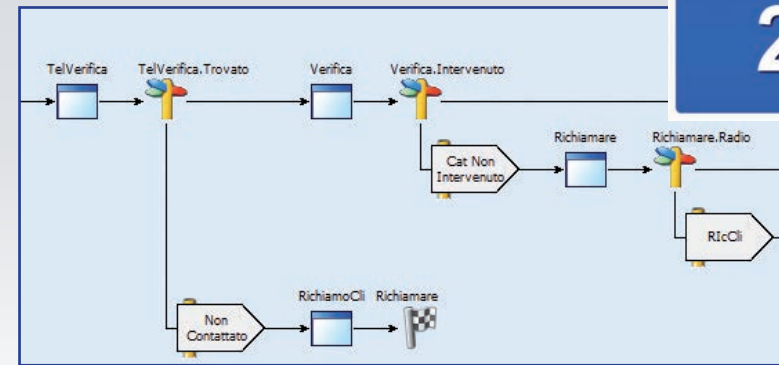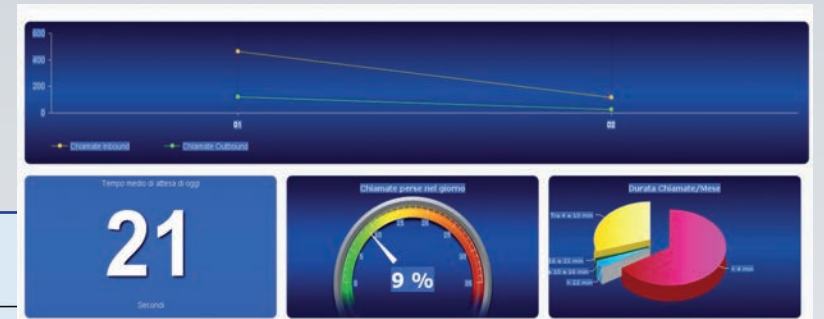
Skype Contact Center

Users are free to reach our Contact Center by clicking the Skype ID visible on Customer Website. A phone operator will answer on video link and will be able to provide assistance, forward or receive data.

Social CRM and Reputational Marketing Management

In digital and social marketing (especially by means of social media) consumers build up communities through which they take a greater control over the market, as well as the opportunity to quickly interact among them and with the company.

As a result, anybody can attack the Brand (legally or not): communication patterns invert and t.the company is bound to engage in a conversation with people, where the message can no longer be unidirectional and vague in a mass of anonymous players, as was the case with traditional advertising.

Like never before, it is vital to supervise and handle Brand Web Reputation through frontline actions of control and management of all the news published on wellknown and influential Blogs, Social Networks and Community-based Groups.