



Customer Research, Inc., has specialized in providing CSI telephone follow-up exclusively to the automotive industry since 1967.



WORLD PAC has recently partnered with Customer Research, Inc., to provide you with the best CSI follow-up program available.



Customer Research, Inc., contacts customers by telephone, and reports the results immediately via the Internet and e-mail. The highest contact percentages in the industry, coupled with a rapid turnaround time, provide the ability to resolve customer dissatisfaction in an extremely timely manner.

- Up to 10 call attempts are made for every customer (including Saturday)
- Follow-up results are immediately e-mailed to an unlimited number of addresses
- All surveys are securely posted on our website and available 24/7 in real time
- Results have an interactive web feature that allows you to manage customer issues
- All call attempts are electronically documented with dates, times, and descriptions
- Detailed summary reports are available 24/7 on our website, in real time
- Reports break down CSI by advisor and technician, with rolling averages
- Report database contains 50,000 surveys throughout the US for industry comparisons
- An attractive referral certificate is provided each month
- Bilingual interviewers are always staffed to cover a variety of languages
- In-House Call Center staffed with the best interviewers in the industry!

**Increase: CSI . Referrals . Customer Retention . Positive Word of Mouth
Discounted Rates Available for ALL WORLD PAC Clients**

We are the pioneers of automotive customer satisfaction telephone follow-up and service center CSI. We work closely with several auto manufacturers, the worlds leading insurance and paint companies, ASA and AAA. While many of our telephone agents have worked with us for more than 10 years, we understand that our business begins with the proven experience of these loyal employees, and ends with the complete satisfaction of every client.

Call for more information or for an interactive follow-up results web tour!

1 - 800 - 886 - 3472

or visit us online at www.CustomerResearch.com