



## Customer Care

**Customer care is a round the clock operation, morning, noon and night. That's why, in today's competitive market, top companies recognise customer care as a major priority.**

Mondial has the proven ability to manage 24 hour customer retention and service programmes that win, keep and develop customers for clients. With so many companies offering similar products, consumers have become increasingly aware and more demanding of the products and services that are available. As a result, companies need to differentiate their own brand by offering a distinctive and quality product that will encourage customer retention and brand loyalty.

Customer retention has become a driving business force that makes good commercial sense, as repeat sales, which are more cost-effective than new sales, will increase, with significant savings in time, energy and resources.

So how does a company attain a high level of customer retention?

Through the provision of a customer care service that is second to none, branded in the client's name and beyond the customers' expectations.

At Mondial Assistance our committed and dedicated staff will operate a tailor-made and branded customer care programme for your customers, on your behalf, around the clock. Whenever they need help, we will be there to assist them. And it works: research has shown that our commitment to customer satisfaction has helped our clients achieve the highest rates of customer retention within their field of business.

We are also aware of the importance of anticipating the future needs of our clients and their customers and constantly employ a proactive approach in the development of new initiatives. Whether it is the application of the latest advances in information technology or the early identification of a recurring mechanical fault thereby enabling, for example, a motor manufacturer to respond quickly and to take appropriate action.

Mondial Assistance believes that expert customer service management helps clients keep their customers. Quite simply, that's what we feel quality customer care is all about.