



“Keeping TRACKA Customer Service”

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The reports show organisations if their service is good or bad, and also enable them to see differences in customer service performance when they are busy or quiet, explains local CFS manager, Desmond McGuirk.

But the real plus is that customers enjoy using *TRACKA*, because it's quick and easy, unlike many other feedback systems, and also serves as a distraction from waiting time while a transaction is completed.

This has helped organisations overseas (such as Barclays Bank, Air France and the UK National Health Service) reverse falling customer feedback rates and increased their ability to make meaningful strategic decisions.

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