



Wynd Communications

"Leading provider of wireless telecommunications services for people with hearing loss."

Aim

Wynd Communications' customer services team sought to meet and exceed consumer expectations by providing a means for consumers to share their feedback on products. Wynd Communications was interested in gaining this feedback in a structured and controlled environment to ensure that consumer questions and feedback were addressed in an organized fashion.

Solution

Wynd contracted CornerWays to provide the following services:

- ◆ **Online Live Event Venue:** CornerWays provided a branded live event auditorium that incorporated the look and feel of the client's site and the capability to screen questions prior to transmission. The venue was "hushed" preventing idle chat from disrupting the presentation of questions and answers.
- ◆ **Live Event Moderation:** A trained moderation staff was provided to facilitate the live event, to screen and present appropriate questions to the screen for the guest speaker to answer, to welcome participants and provide instruction.
- ◆ **Consultancy:** CornerWays provided consultation on technology needs, and how to best facilitate the exchanges between Wynd and its consumers.
- ◆ **Transcript Provision:** A transcript of the live event was provided directly following the event that contained all questions and responses, including questions that were submitted but not presented to the public.

Results

A dynamic live event occurs on a quarterly basis, providing Wynd the opportunity to interact with its consumers in a cost effective and well-choreographed manner. Wynd has gained feedback from their consumers on their products and customer services, efficiently answered questions, and driven home that Wynd cares about its consumers. From the transcripts provided, Wynd has been able to post information that acts as a resource for their consumers, enhances their customer service efforts, and provides the means to spur further dialog and outreach efforts.

Need further information? Please feel free to contact us directly.



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