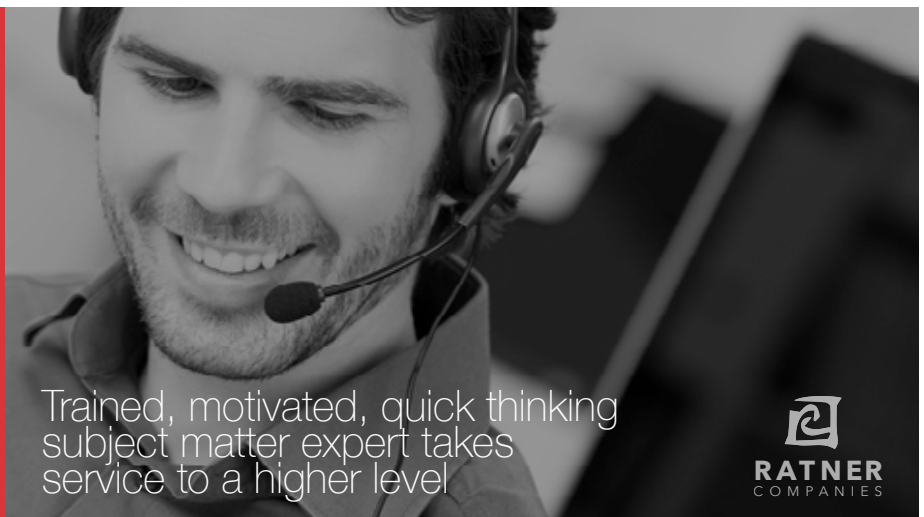


# the Perfect Call



Trained, motivated, quick thinking subject matter expert takes service to a higher level



## CGS's BPO team understands the mission-critical nature of customer experience

Every interaction matters, whether it's with a client's global partners, employees or customers. From working to understand clients' core business problems to designing tailored, cost-effective solutions and embracing a client's brand identity and values as our own, we're fundamentally driven to go beyond the KPIs to help our clients succeed.

Since 2009, CGS has handled **technical support and customer care for Ratner Companies**, allowing its stylists to keep each salon running smoothly, and helping to meet the needs of a diverse range of clients that visit Ratner's salons. CGS call center specialists handle an average of 16,000 calls per month for Ratner Companies, embracing the culture behind the Ratner family's vision to go the extra mile to provide a delightful personal experience for their stylists and customers.

By outsourcing its support services, Ratner now delivers cost-effective, high-quality, personalized technical support to stylists as well as high-quality customer service ensuring clients walk away with a look they love and an experience they'll return for again and again. And, Ratner Companies can now focus on building its brands in the communities it serves.

"I was quite impressed by the specialist's knowledge and ability to handle the situation. **It really was the perfect call.**" - Warren Ratner

"CGS stands out for the commitment and can-do attitude of the call center specialists. I came away from our visit with even more confidence that CGS is the right fit for our company's needs. They really know how to represent our vision and provide a phenomenal experience to our stylists and customers. We look forward to a continued long-term partnership with CGS."

## Call Center Excellence

During a recent quarterly business review, Warren Ratner visited the CGS call center to meet specialists and listen to live calls with stylists and clients. A call came in from a stylist requesting help with a sales adjustment. The CGS call center specialist was not only able to resolve the issue, but walked the caller through the entire process step-by-step, so she could make adjustments on her own in the future. "I was really quite impressed by the specialist's knowledge and ability to handle the situation. It really was the perfect call," Ratner said.

Ratner Companies is the largest family-owned and operated chain of hair salons in the United States with nearly 1,000 salons in 16 states. Ratner Companies is dedicated to its people and the communities it serves. With close to 12,000 employed, stylists are at the heart and soul of Ratner Companies. Its vision is to be a company of happy people who WOW and delight clients in every interaction. .

