

The **NMS** Newsletter

FEBRUARY
2020



GETTING TO KNOW **NEW MEDIA SERVICES**



New Media Services

Started From the Bottom...

Now We're Here!

We know that we've been bragging about this for quite some time now, but how could we not! From a mere blueprint and after 6 long years of planning and building, New Media Services' brand new home is now in action!

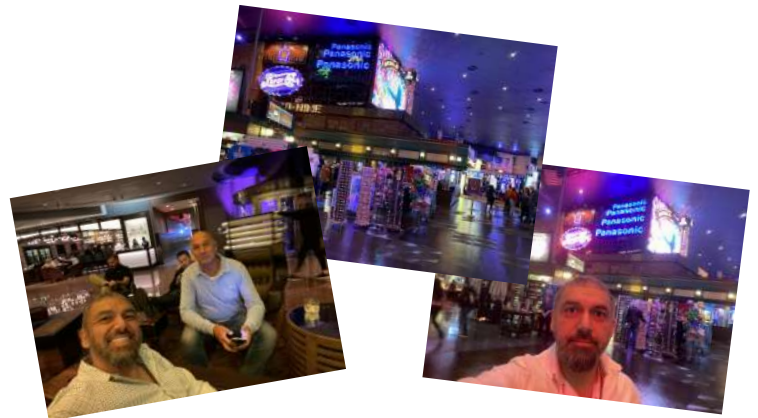
The long wait is over! Join Martin and Joey as they give you an exclusive tour of the New Media Services' brand new HQ.



It is indeed true that growth does not just fall from a tree, it requires dedication and commitment along with some secret spices.

NMS at the ASW: A Neverending Growth

Last January 27, **New Media Services** once again proved that "Active" is our last name! With the goal of expanding our ever-growing network in the industry, for the very first time our **CEO, Martin Eyking** together with one of our coolest **Solutions Directors, Joey Gabra** represented our company in one of the most anticipated affiliate events of the year, **Affiliate Summit West!**



Attending such a prestigious event was a blast! It enabled **New Media Services** to meet new companies, famous personalities and taught us that **Affiliate Summit** is not just all about business but also fosters an ecosystem where different brands synergize and learn from one another.

New Media Services is more than grateful to be able to showcase our company!

P.S. We are planning on attending **Affiliate Summit East** in New York in July 2020. We hope to see you all there!

BLOG FEATURE

We have been enthusiastically providing informative articles for years now. In the latest issue of this NMS Newsletter, we decided to feature one of our best articles! Take a seat on your most comfortable couch, and take a few minutes to read this sneak peek of our amazing article!

Customer Escalation Management: What is it and How is it Important?

Escalation is the process of passing on calls from the support agent to more experienced and knowledgeable employees in the company, such as managers, supervisors, and even fellow agents. Calls may also be transferred to certain individuals in the company who are designated to the specific department involved in the customer's concern (e.g. IT personnel, billing personnel, etc.). This process helps diminish the instance of providing incorrect and insufficient solutions to customers or leaving the problem presented unresolved. What are the 3 basic requirements of escalation management?

1. Get employees and supervisors/managers to cooperate



Enforce a systematic process of corresponding to certain customer issues by getting supervisors and managers to cooperate, from IT, billing, sales, and product development.

2. Provide efficient customer support training



Customer service personnel need to exhibit excellent communication skills. This helps pinpoint more accurately the gist of a customer's complaint and allows the agent to come up with a suitable solution for it.

3. Keep a complete record of each escalated issue or account



Real-time monitoring and recording every instance of escalation will provide references for businesses to determine how efficiently customer concerns were handled. From there, agents can be given feedback on their performance and learn how to improve their skills.

[READ MORE](#)

Why New Media Services?



If you want your company to be distinguished from all the other competitors in the market right now, our flexible services can serve as a great tool for your business.

We at **New Media Services**, aim to provide the finest services to improve your business quality by boosting your productivity while offering cost-worthy operations and customer support services. By that means, easing your business resource demands and costs.

NMS also handles tailor-made services based on your operations or manpower requirements. Have a campaign or project not covered by our list of services? Contact us and we'll be more than happy to make an assessment!

WE LOOK FORWARD TO BECOMING A PART OF YOUR BUSINESS' SUCCESS!

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