

# MERCATOR<sup>id</sup>

Chart your course to outstanding customer satisfaction



Engineering the perfect customer interaction is delicate business. The Ideal Dialogue Company's Mercator ID program has combined technology, science, and human expertise to master this delicate business with a phased approach.

## THE MERCATOR ID APPROACH:

- **Call review:** A Mercator ID call review opens your eyes to subtleties that have affected the outcomes of your recorded calls.
- **Mapping:** An IDEAL Dialogue analyst uses call-review findings to create a Mercator ID map—a performance plan that bridges the gap from observed calls to the ideal versions of those calls.
- **Checkups:** Scheduled Mercator ID checkups can show you the progress of improvements over time and keep your agents steady on the path.
- **Optional coaching:** Hands-on support by Ideal Dialogue Company trainers.

A Mercator ID map outlines your call center's journey—from You Are Here to Your Performance Destination. And, your map can be completed in a matter of days, not weeks.

## MERCATOR MAP

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- Boost sales- Learn which approaches are working
  - Spotlight the habits of top performers
  - Uncover pitfalls that cause missed opportunities
  - Speed issue resolution
  - Find out if agents are asking the right questions
  - diagnose shortcomings in troubleshooting
  - Discover the best troubleshooting method for each issue
  - Eliminate barriers to customer satisfaction
  - Prevent detrimental communication errors
  - Pinpoint opportunities for delighting customers
  - identify obstacles to efficiency and resolution
  - find opportunities to reduce handle times

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## GERARDUS MERCATOR

was a 16th century mapmaker. Little did he know his singular approach to mapmaking would inspire a call center strategy system more than 400 years after his death.



Mercator introduced a new way of illustrating the globe that gave a whole new level of clarity to explorers seeking destinations. His view of the world changed the way we think about where we are and how to get to where we want to be.

In the tradition of this legendary cartographer who revolutionized mapmaking, The Ideal Dialogue Company sidesteps the clichéd views of how to reach your interaction destination. The Mercator ID methodology uses the science of human communication to assess where you are and map your path to IDEAL Dialogue.

**IF** having a reputation for great customer service matters to your company, IDEAL Dialogue is a must. The IDEAL Dialogue suite of selection, training, and strategy systems equips you to master the human component and lead your competitors in customer satisfaction.

**IDEAL VOICE**

**IDEAL AGENT**

**IDEAL LEADER**

**MERCATORid**

For more information on Mercator ID, email us at [tellmemore@idealdialogue.com](mailto:tellmemore@idealdialogue.com) or call us at 1.800.648.5526. We can introduce you to this first-of-its kind performance-destination system in a half-hour conversation. We can set up your analytics in less than a week.

**id** IDEAL  
DIALOGUE  
COMPANY