



## Communications Center

### Survey

#### Sales Solution Paper

Enghouse Interactive's Communication Center Survey module allows effective and meaningful engagement with today's omni-channel savvy consumers. Take the guess work out of customer insights and get an accurate understand of your customer's experience with your contact center.

The Survey module allows email, chat and voice customers to participate in customer satisfaction surveys, tailored to your needs, at the completion of their interaction with your contact center.

Customer feedback via Survey makes agents accountable for customer satisfaction and improves first contact resolution through ownership of the customer journey.

The fully integrated Survey module consists of 3 main components:

#### Survey Builder (Administrator)

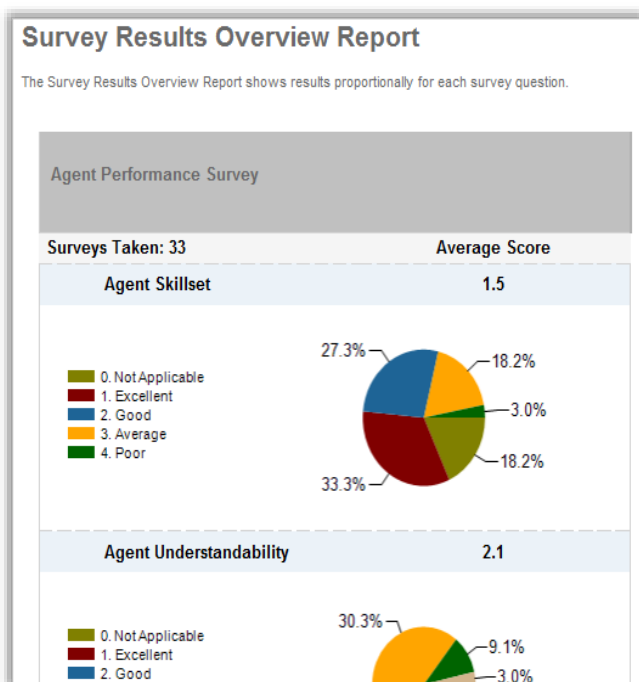
Build and design uniform voice and web based surveys across your organization to engage customers on their preferred communication channel.

#### Survey Distribution

A predefined percentage of queued customers are automatically offered an option to participate in your customer satisfaction survey.

#### Survey Reporting

Allows managers and supervisors to analyze data by customer, agent or queue to identify problem areas. Tabulated or graphical reports can be produced.



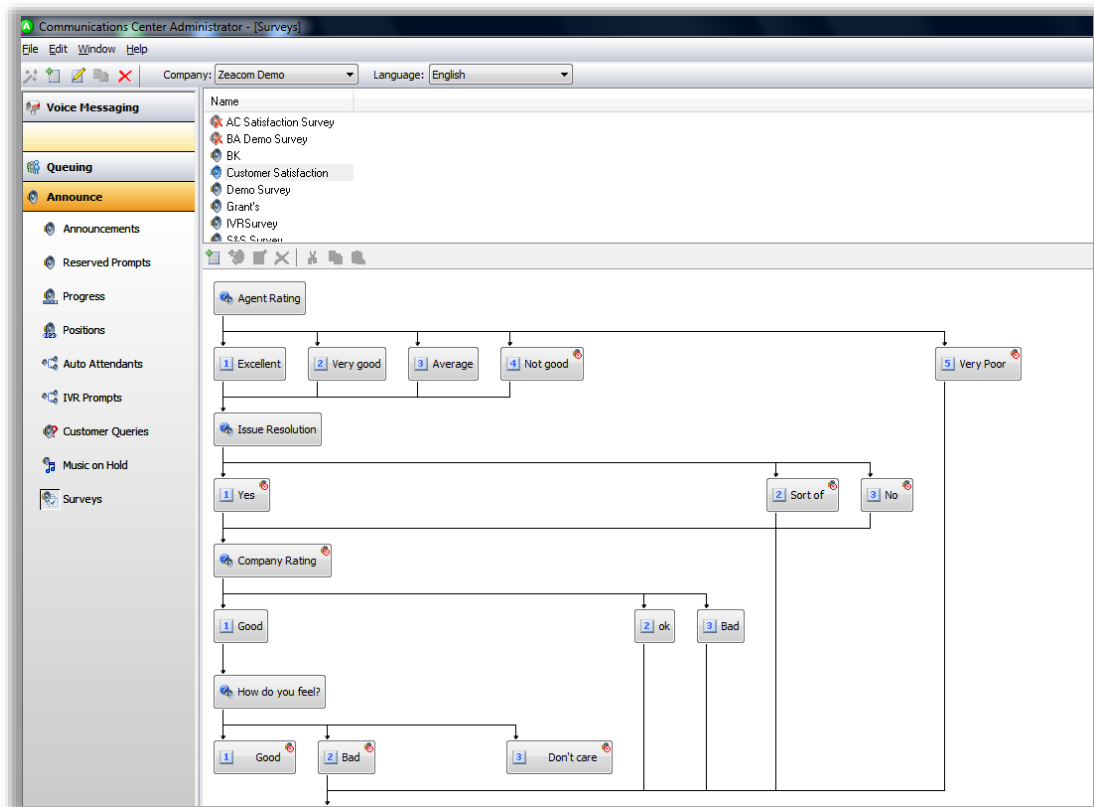
#### Benefits

- A consistent format across voice, email and chat channels for capturing meaningful insights.
- A simple and intuitive graphical survey builder for creating surveys tailored to your business.
- Automation of the process removes any agent bias and reduces agent workload
- Engage customers by giving them a choice to opt-in for the survey, making them feel more connected to your business.
- Generate reports by customer, agent or queue, to identify patterns or areas of concern.
- Proactively monitor customer satisfaction and gather regular customer feedback.

## Survey Builder

Typically, the survey is structured to ask questions regarding satisfaction with agent performance but can be used to survey other topics and gather important customer feedback.

Surveys can be designed with simple or complex paths. Complex surveys are typically used where further information is wanted based on customers response to specific questions.



Pic 2. Survey building tool in the administrator application

Survey templates can easily be edited and adapted from within the Administrator application for multiple use and convenience.

## Survey Distribution

Survey your customers, regardless of their communication channel, just after they have interacted with your contact center to capture the best and most meaningful feedback.

By offer a predefined percentage of customers the option to take part in your customer satisfaction survey and by scheduling these offerings around peak response times you will achieve greater customer engagement without risking over exposure.

Those who elect to be surveyed are automatically transferred to a series of questions after the agent hangs up. The caller responds to the questions using their phone keypad.

For email contacts a link to the survey is included within the agent's email response. The customer can opt into the survey by clicking on the link within the email.

For web chat contacts the chat customer will be presented with a button within the chat client to opt-in to the survey.

## Survey Reporting

Survey responses are stored in a Microsoft SQL Server database and the reports can be viewed within a browser from any location on the LAN. A range of reports and graphs are available to help you best analyze and present the data from your survey.

Survey Reporting also provides reports on when peak response times for optimal scheduling of surveys.

### Types of Reports Available

- Agent Survey Summary Report
- Survey Detail Report
- Survey Opt-In Report
- Survey Engagement Report
- Survey Interval Comparison Report
- Survey Results Overview Report
- Survey Trends Report


### Survey Detail Report

The Survey Detail Report shows survey instances over the specified period.  
Showing survey calls for the period 1 Sep 2011 to 18 Jan 2013

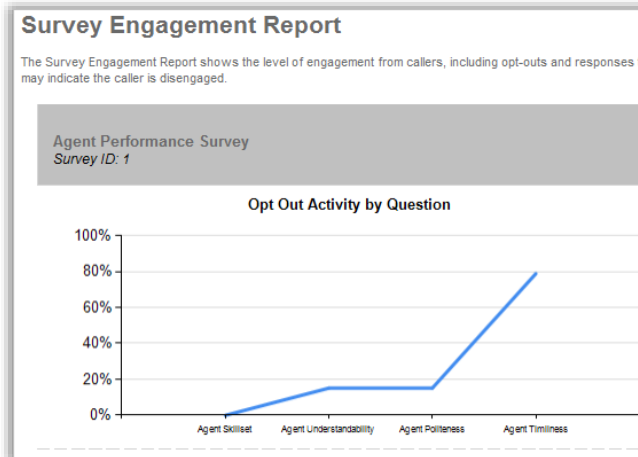
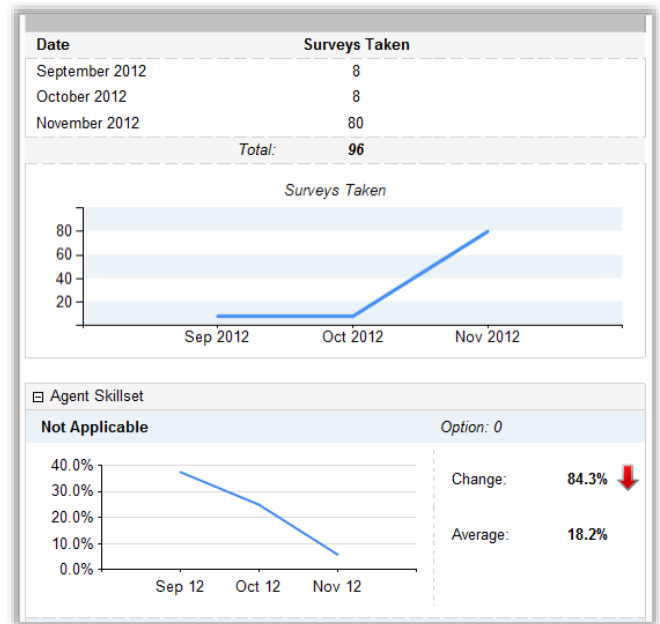
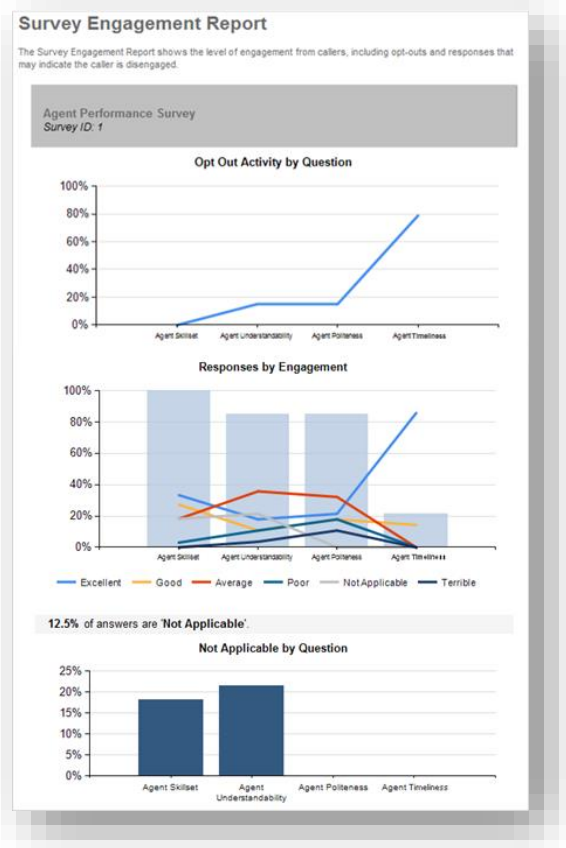
Date	Survey	Caller ID	Agent	Score
Nov 26 9:00 AM	☒ Agent Performance Survey	89646	Tim Rudd - 9012	<b>1.1</b>
Nov 30 11:00 AM	☒ Agent Performance Survey	89646	Tim Rudd - 9012	<b>2.2</b>
	Agent Skillset		Good	2
	Agent Understandability		Excellent	1
	Agent Politeness		Excellent	1
	Agent Timeliness		Excellent	1
Nov 30 2:00 PM	☒ Product Quality Survey	89646	Tim Rudd - 9012	<b>3.7</b>

### Survey Opt-In Report

The Survey Opt-In Report shows how and when participants are opting into the surveys by splitting the survey information into time and queue groups. Results for each group can be compared to the overall results for the period.

Agent Performance Survey		
	Surveys Taken	Opt-In Proportion
☒ 09:00	3	9.1%
☒ 10:00	6	18.2%
☒ 11:00	10	30.3%
☒ 12:00	4	12.1%
☒ 13:00	7	21.2%
☒ 14:00	2	6.1%
Question Name	Average Result	Deviation
Agent Politeness	2.8	-
Agent Skillset	0.5	67.6% 

## Additional Survey Report Output Examples



## About Enghouse Interactive

Enghouse Interactive's integrated suite of solutions includes omni-channel contact center, self-service, attendant operator consoles and workforce optimization. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and hybrid requirements.