

Customer feedback management in one intelligent application

Measuring customer satisfaction is critical to determining a customer's relationship with your business — to reduce attrition, build your brand and improve profitability. Such measurements, however, require capturing the voice of your customers first.

Interaction Feedback lets you create and manage post-call surveys that invite a customer's view of your organization and service as a whole. By merging survey results with operational data from your contact center, information becomes a more powerful tool to measure satisfaction and pinpoint key satisfaction drivers for improvement at the same time.

Simply license the Interaction Feedback module to the all-in-one Customer Interaction Center® (CIC) platform and application suite — no third-party integration required — and Interaction Feedback delivers the missing piece of your business performance management puzzle: The customer perception.

Simplify the survey process. Create and activate surveys using Interaction Feedback's wizard-guided approach, which eliminates the need for technical expertise and complex programming. Then automate survey invitations and let customers "opt-in" for simple, cost-effective survey delivery following an interaction. No agent involvement is ever required.

Access survey results quickly. Review completed survey results immediately to assess the impact of an interaction on a survey score. To listen to the interaction itself, access and play call recordings just as quickly via the integrated Interaction Recorder® application. No need to mine data and recording files from different systems.

Compare external/internal service perceptions. Identify service gaps and formulate improvements to ensure customer retention. Interaction Feedback enables your business to better determine the cause of a high or low satisfaction score, support consistent ranking calibration between performance improvement and customer satisfaction, and align quality management and coaching to the customer perspective.

CFI Group

Claes Fornell International

Best practices built in. What questions

to ask? How many? Best wording? Interactive Intelligence has partnered with the international consulting firm CFI Group to offer a best practices approach to customer satisfaction surveying. Use CFI Group's proven survey question templates to develop surveys that meet the standards of the American Customer Satisfaction Index™ (ACSI), a patented cross-industry methodology that ties customer satisfaction to financial results.

Software Features

Rules-based survey delivery

- Specify intelligent rule logic for each survey to determine which calls receive a survey invitation
 - Frequency (every nth call)
 - Maximum number of surveys offered per day
 - Calls to a number (DNIS) / Calls from a number (ANI)
 - By workgroup
 - By custom attribute
 - By chronological segments (time/date range; day of the week/month)

Automated transfer to surveys

- Transfer callers to surveys automatically
 - Offer automated invitation and "opt-in" to participate
 - No agent/employee involvement or awareness that a survey is taking place
- Remove agents and employees from the survey decision process
 - Reduce influence on surveys
 - Achieve more accurate, unbiased information

Real-time monitoring and alerts

- Real-time monitoring via Interaction Supervisor™
 - Monitor number of surveys in process, completed, abandoned or alerting
 - Configure and receive alerts for survey scores that fall below pre-set thresholds
 - Prompt proactive intervention to address customer issues

Reporting

- Reporting capabilities via Interaction Supervisor
 - Survey results summary and detail information
 - External (survey) and internal (quality) score comparison
 - Satisfaction rankings by agent (user)
 - Satisfaction trends over time

Proven survey questions & design

- Take the guesswork out of survey design with CFI Group's proven ACSI-compliant surveys
 - Ask the right survey questions based on what you want to measure
 - Identify "drivers" of satisfaction
 - Optimized wording, industry proven
 - Pre-recorded question prompts already included



Create and manage surveys without costly development resources

- Intuitive wizard-guided survey creation
- Use pre-configured question templates from the Library, or create from scratch
- Prompt management:
 - Upload professionally recorded prompts
 - Upload your own .wav files
 - Record via handset or TTS

Satisfaction linked to Quality

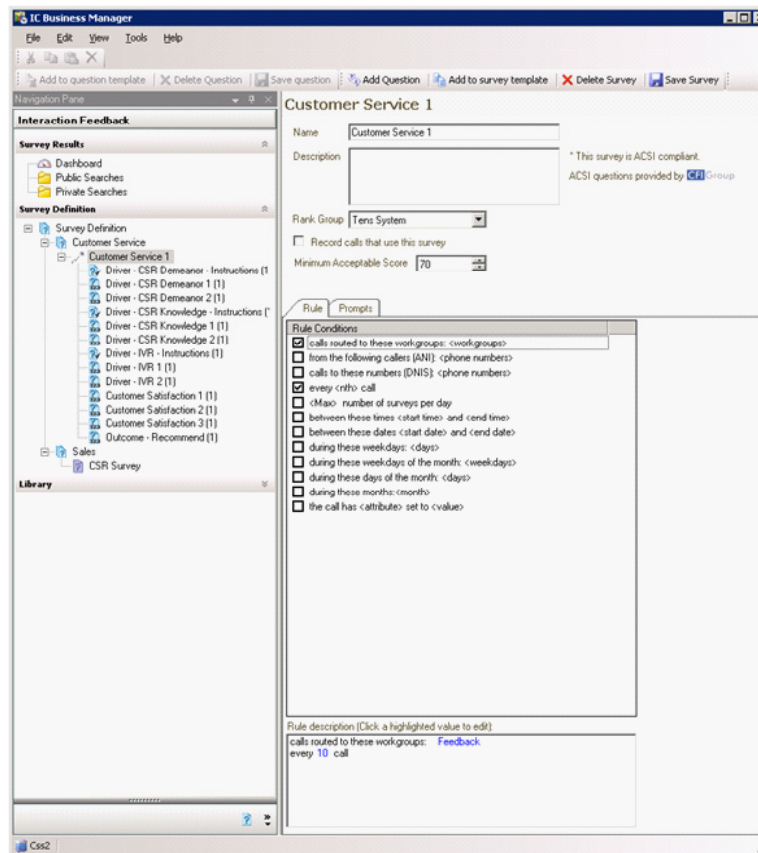
- Automatically record surveyed calls (via the integrated Interaction Recorder application)
- Apply survey scoring and ranking consistent with Interaction Recorder
- Ensure recording availability for survey results reviews

Monitoring and reporting tools

- Real-time monitoring of survey activity in Interaction Supervisor
- Establish “minimum acceptable score” for each survey to trigger alerts in Interaction Supervisor
- Essential reports for survey details, satisfaction trends, quality/satisfaction comparison and satisfaction by agent

Survey data access

- Dashboards for at-a-glance view of satisfaction with red (“danger”) and green (“ideal”) zones
- Search by multiple attributes using any info about the surveyed call
- Drill-down into individual survey results detail
- Playback recorded comments for additional insight into survey results



Create surveys using Interaction Feedback’s pre-configured question templates from CFI Group, which meet the standards of the American Customer Satisfaction Index™ (ACSI).

Interaction Feedback: A survey module for the “all-in-one” Customer Interaction Center platform that addresses the three key elements of surveys in a contact center: creation, delivery and information. Organizations get an effective surveying solution in a single platform solution — from a single vendor — to reduce administration times as well as IT costs.

INTERACTIVE INTELLIGENCE®

Interactive Intelligence offers unified business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging, based on our open standards, all-in-one software suite. More than 3,000 organizations worldwide currently benefit from our premise-based and hosted solutions, which include value-added services for software, hardware, implementation, consulting, support and education.

At Interactive Intelligence, it's what we do.

© 2009 Interactive Intelligence, Inc. All rights reserved.

World Headquarters
7601 Interactive Way
Indianapolis, IN 46278 USA
+1 317 872 3000 voice and fax

EMEA
Thames Central, Hatfield Road
Slough, Berkshire, SL1 1QE
United Kingdom
+44 (0)1753 418800 voice and fax

Asia Pacific
Suite 24.5 Level 24 Menara IMC
8 Jalan Sultan Ismail
50250 Kuala Lumpur
Malaysia
+603 2776 3333 voice
+603 2776 3343 fax

www.inin.com