

Manage customer feedback in one intelligent application.

Interaction Feedback helps organizations create, deploy, and manage post-call surveys for the voice channel to capture a customer's perception of their service experience. By merging survey results with contact center operational data, the collected information becomes a more powerful tool to measure customer satisfaction. At the same time, the information enables the organization to pinpoint key satisfaction drivers for improvement.

Focus on the voice of the customer.

Customer perceptions of an organization can impact retention, costs, and future revenues in the form of repeat purchases, increased spending, and customer recommendations. With talk of improving the customer experience taking place at the board level, the contact center is critical in capturing the voice of the customer for the entire organization. To capture that voice, Interaction Feedback offers an alternative to costly, complex, inflexible survey solutions for customer feedback management.

Just license the Interaction Feedback module to the all-in-one Customer Interaction Center™ (CIC) platform – no additional software or third-party integration is required. Interaction Feedback then delivers the missing piece of your business performance management puzzle: The customer perception.

Simplify the survey process. Create and activate surveys using a wizard-guided approach, which eliminates the need for technical expertise and complex programming. Customers can be automatically prompted to “opt-in”, they can be transferred to the survey by an agent, or they can be provided with a call-in number.

Proactive service recovery. Receive alerts for survey scores deemed below acceptable, and review survey results immediately to assess the impact of an interaction on a survey score. Access and play call recordings just as quickly with the integrated Interaction Recorder® application. There's no need to search and correlate data and recording files from different systems.

Compare external and internal service perceptions. Ensure quality management and coaching processes are aligned with customer expectations by comparing internal measures (quality scores) with external ones (feedback scores). Ensure customers receive a positive experience by focusing on and encouraging the agent behaviors and actions that matter.



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. CFI also provides a benchmarking service to compare satisfaction results, either within an industry or across service organizations as a whole.

Key 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)

Flexible survey initiation

- Invite customers to “opt-in” before speaking with and agent and automatically transfer them when the call is finished
- Have agents invite customers to participate and transfer at the end of the call
- Provide a call-in number for customers to complete a survey at their convenience

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

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
 - Send results to see benchmarking results

Survey conditional branching

- Compose or remove survey questions based on customer response
- Route customers to appropriate questionnaire section

Survey group

- Enable similar surveys to be put under a user-defined heading – for example, organize all Customer Service surveys under one survey group, all Marketing surveys in another, and so on

Proactive service recovery

- Receive immediate results when a survey score falls below threshold
- Immediately identify dissatisfied customers to resolve the issues

Cradle-to-grave context

- Understand the survey score in context with other information about the interaction from start to finish (actual call recording, time in queue, transfers, customer, agent, and more) with no need to append data on the back end

Get the full workforce optimization suite.

Interaction Feedback is a part of the Interactive Intelligence workforce optimization (WFO) suite, a comprehensive solution for optimizing workforce performance to achieve operational goals. Seamless integration with the Interactive Intelligence all-in-one contact center solution ensures quick deployment, lower operating costs, and worry-free operation. Interactive Intelligence WFO provides feature-rich functionality for interaction recording, workforce management, quality management, customer feedback, strategic planning, and real-time speech analytics.

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

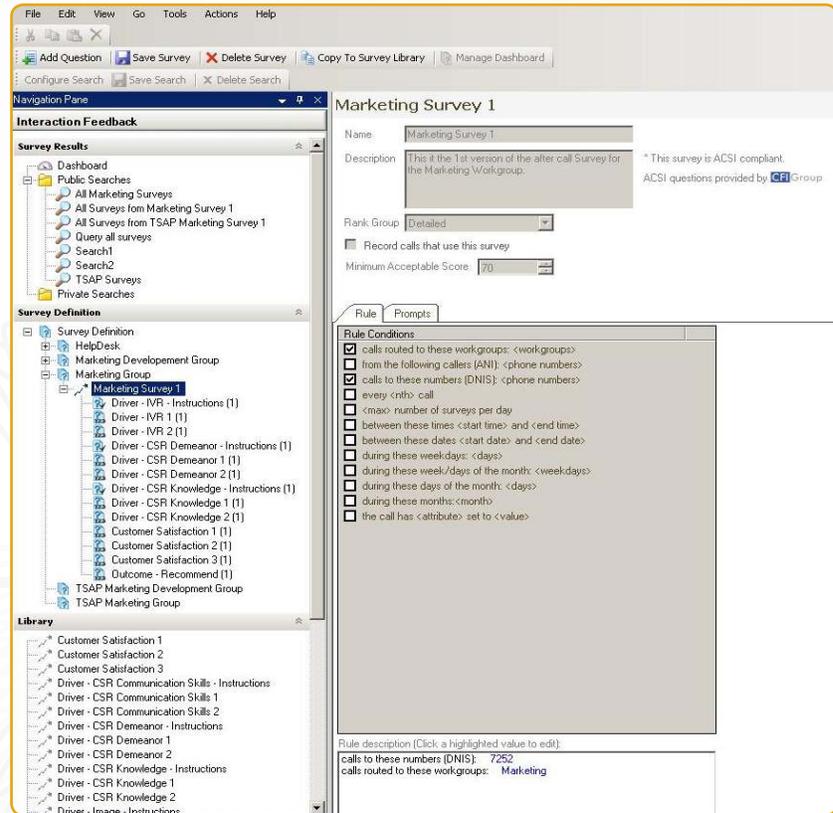
- Automatically record surveyed calls (via the integrated Interaction Recorder application)
- Reference feedback results when evaluating performance
- Monitor and encourage behaviors customers want

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 detailed survey results
- 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).

INTERACTIVE INTELLIGENCE®

Interactive Intelligence is a global provider of contact center, unified communications, and business process automation software and services designed to improve the customer experience. The company's unified IP communications solutions, which can be deployed via the cloud or on-premises, are in use by more than 5,000 organizations worldwide.

At Interactive Intelligence, it's what we do.

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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 6.1 Level 6 Menara IMC
8 Jalan Sultan Ismail
50250 Kuala Lumpur
Malaysia
+603 2776 3333 voice
+603 2776 3343 fax