

Post Contact Survey

Add the Voice of the Customer to Quality Management

With increasing demands for higher levels of customer satisfaction, gathering immediate and timely customer feedback on recorded interactions is critical to attain a thorough understanding of the service quality provided to customers. DVSAnalytics Post Contact Survey satisfies this important requirement.

- Add the voice of the customer to the Quality Management process
- Link surveys directly to recorded interactions
- Enhance internal evaluations with the customer's perspective
- Use unique surveys for each department, team, or project

Uniquely Improve the Quality Management Process

While many businesses conduct periodic customer surveys, the effect on business improvement is often minimal for a couple of reasons. First, these surveys are typically not sent immediately after an interaction between the business and the customer. Second, the surveys and associated results cannot be linked to specific interactions between customers and the businesses' representatives.

With DVSAnalytics Post Contact Survey, organizations are able to automatically email surveys to customers at the conclusion of a conversation, email exchange or chat session. As customers complete the surveys, the results are linked to recordings associated with that particular interaction.

DVSAnalytics' all-inclusive solution incorporates call and screen recording with quality management and automated coaching in one platform—all designed to provide organizations with a closed-loop process for performance improvement. Post Contact Survey takes the quality management process to an entirely new level. When conducting internal evaluations of recordings and assigning eLearning training, evaluators are able to consider the customers' feedback, thereby attaining a 360° view of the interaction. Adding the voice of the customer to the quality management process offers tremendous value to businesses.

Creating surveys is easy. Using Encore's familiar evaluation wizards (form builder), unique surveys can be created for each department, product, project or team. As a recorded call is completed, an appropriate survey link is automatically emailed

to the customer who then clicks the URL link and completes the survey from his desktop or mobile device. The process is quick and conducive to high levels of customer response.

Flexible Options to Capture Email Addresses

DVSAnalytics solution delivers survey links via email. A field in each recording file is reserved for the email address, and various options are available to capture and store the email address in the file. Because business environments vary, the DVSAnalytics team works with you to determine the best method. Typically, one of these methods is effective:

- Using Encore's Web API, automatically write the customers' email addresses to the recording files during the calls
- Write a database routine that imports the customers' email addresses into the Encore recording database

Report Detailed Post Contact Survey Data

Real-time survey results are analyzed and displayed as single key metrics, or widgets, which can be shown on the dashboard. Here, managers can easily see how customer satisfaction is trending, determine which areas or agents need attention, and gain market insight. Agents can also stay up to date on customer feedback from their interactions, and see how their survey results compare to their peers in a personalized view.

Hear the voice of the customer clearly with post-contact survey. DVSAnalytics' uniquely automated and agent-focused data collection and feedback saves supervisors time while providing long term, useable value for agents, managers, contact centers, and businesses.

