

inContact Surveys

Capture the voice of your customer

Your customers have significant amounts of untapped knowledge into your business. They know why they buy your products and services. They have opinions on what you do well or not so well. inContact surveys let you engage customers to obtain insight that provides the necessary context to make improvements.

inContact Surveys allow you to better understand your customers—a significant advantage in today's highly competitive market. A perfect tool for feedback management, it complements existing call monitoring and seamlessly integrates with inContact Workforce Optimization. From measuring the likelihood of your customers referring you to friends and colleagues, to gauging customer and employee satisfaction, data collection and analysis is straightforward and simple.

inContact Surveys enable you to gather information to help resolve issues, reduce costs, streamline processes and enhance sales. Using multiple, custom surveys created with a web-based survey builder, your surveys can contain a static set of questions, or use advanced skip logic for a more interactive experience. You design the surveys to match the needs of your business and the customer experience you want to analyze.

KEY BENEFITS



Gain insight into your customers' preferences and motivations



Identify new business opportunities and potential threats



Improve customer interactions by ensuring alignment between your quality management program and customer expectations

KEY FEATURES

Use the reporting system to access granular analysis of survey results for everything from sections within a survey to specific questions

View survey results in real-time through our web-based reporting engine

Filter results by date range, agent, ANI (Caller ID) and many other criteria

Permission-based access, ensures privacy of data

Calibrate internal quality assessment measurements against customer satisfactions by tying survey results to individual recordings