

Customer Survey

Customer and Caller Feedback



Improve your Customer Service and Satisfaction

Customer Satisfaction Phone Survey

Gather Feedback on a Caller's Phone Experience

Customer Survey offers business callers a quick customer feedback questionnaire at the end of their call, enabling supervisors and agents to assess the effectiveness of existing call handling and customer service procedures.

Use of the service is simple - at the end of the phone call the receptionist, or staff member taking the call, asks if the caller is willing to answer a few questions to help improve the level of customer service and the caller experience.

The agent can then press a pre-programmed hotkey to connect the caller to a brief customer survey along the lines of that shown opposite.

Improved Customer Service

With many existing tools available to the call centre manager for ascertaining group and agent performance, such as assessing times to answer, call clearance rates, wrap up times and call monitoring and recording, Customer Survey allows management to quantify what is arguably the most important consideration - customer satisfaction.

Hosted Customer Survey

Customer Survey is a hosted service, so there are no setup or ongoing maintenance costs. The service is easily tailored to business requirements and alterations to suit new products or campaigns are straight forward.

Caller Questionnaire

Usually the caller will be presented with half a dozen multiple choice questions before being given the option to record specific comments.

A well constructed and easy to understand script that only takes a few minutes reassures the caller that their opinion is valued.

Where more extensive information may be required, conditional branching can be included. Based on response to a particular question the caller can be asked additional questions or returned to the switchboard if preferred.

We thank you for taking part in this short survey which should only take a minute or two. Please answer each question using your keypad.



Was your call answered quickly?
If very quickly, press 1
If reasonably quickly, press 2 or
If you had to wait too long, press 3



Was your call answered in a polite and cheerful manner?
If you were happy that it was, press 1
If you had no opinion, press 2 or
If you were unhappy, press 3



Did the person who answered your call understand your query?
If you think they did, press 1
If you are not sure, press 2 or
If you think they didn't, press 3



Did they manage to resolve your query?
If you think they did, press 1
If you are not sure, press 2 or
If you think they didn't, press 3



Overall, how satisfied are you with the way this call was handled?
If you are very satisfied, press 1
If you are fairly satisfied, press 2
If have no opinion, press 3
If you are fairly dissatisfied, press 4 or
If you are very dissatisfied, press 5



Thank you. Now please feel free to record any additional comments after the tone. If you wish us to respond, please include your name and phone number. When you have finished, press any key to stop recording.



Customer records comments and may be given the option to review or change their recording.

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Customer Phone Survey

Standard Features

Survey Design

- ☞ You can have as many, or as few, questions as required.
- ☞ Mix keypress and recording responses in any order.
- ☞ Have recorded responses appear anywhere in the survey, and also multiple recorded responses within one survey.
- ☞ Branched survey structure: certain responses to certain questions will take the caller different routes through the survey.

Access And Agent Input

- ☞ The service can be set up to be called direct by the caller, so no input from the transferring agent is needed (SMS competition claim lines for example).
- ☞ Alternatively, Customer Survey can be configured to be accessed by agent transfer to the service.
- ☞ Optional Agent Input reference and logging the survey against a particular originating agent.
- ☞ Optional Validation:
 - A maximum of two additional validation items can be specified. For example, if the survey applies to a particular reference internal to your company this can be entered and validated against data stored on our system. These will then be logged within the survey results.
 - The extra validation data (if required) is FTPed to us, and will be picked up by the auto import process. The format of the .csv file needs to be formatted in a standard way. An example standard validation .csv file can be provided.

Optional Prompts

- ☞ Optional transfer advice prompt: "Please now transfer the caller to the survey..." for example.
- ☞ Optional survey intro prompt: "Thanks for agreeing to take part in this survey... please answer the following questions with your telephone keypad..."
- ☞ Optional outro file: "Thanks for taking the time to complete this survey, you may now hang up..."

Result Transmission

- ☞ The results are sent to specified email addresses at the end of each survey. The answers to the keypress questions appear in the body of the email, and any recorded responses are attached to the email.
- ☞ The survey results can be FTPed as a .csv file and are provided in a standard format. The FTP can be specified to be sent at a given time on a given day on a regular basis. Any associated recorded responses will be sent as the surveys are taken. An example .csv file of survey results can be provided.

Reporting

The reports that will be included as standard for this product are:

- ☞ Call by call for all survey results.
- ☞ Call by call specific to individual Agent ID.
- ☞ Aggregated responses to each question over all surveys.
- ☞ Aggregated responses to each question, specific to individual Agent ID.
- ☞ Non-completed survey data (service takes the call, but the survey is not completed).

Comprehensive Real Time Information

Caller responses are collated in real time producing a statistical analysis which can be further analyzed by campaign or agent group. Recorded customer comments can be emailed to managers for evaluation and inclusion in customer service audits. Real time quality information can also be displayed on the web allowing agents and supervisors to monitor agent performance with continually updated feedback.

By including additional data, either through Caller ID, dialed number or additional codes embedded in the dial string, caller responses can be assigned to agents allowing assessment and comparison of agent performance.

Co. Logo CUSTOMER SURVEY

Answers Per Question

Menu	Description	Very Quick	Average	Too Long
Q82180001	Was your call answered quickly?	22	0	0

Menu	Description	Satisfied	Neutral	Dissatisfied
Q82180002	Were you happy that your call was answered in a polite and cheerful manner?	12	0	0

Menu	Description	Yes	No Opinion	No
Q82180003	Did the person that answered your call understand you?	11	0	1

Menu	Description
Q82180004	Did they manage to resolve your question?

Menu	Description
Q82180005	Overall, how happy were you with the way your call was handled?

System Usage 12/05/2006

Hour	No. of Calls
0	0
1	0
2	0
3	0
4	0
5	0
6	0
7	0
8	0
9	4
10	1
11	1
12	2
13	0
14	3
15	1

Customer Survey Features Summary

- Unlimited Multiple Choice Questions
- Branching Option based on Previous Answer
- Speech Recognition Capture of Results (Optional Extra)
- Customer Recorded Messages
- Email Delivery of Voice and Data Responses
- Web Access to Voice and Data Responses
- Audit Reports
- Real Time Statistical and Graphical Analysis
- Per Agent Breakdown (Assumes data available)
- Return to Call Centre Option
- Professional Scripting Service
- Professional Recording Service
- Capacity for Hundreds of Simultaneous Responses
- Caller Reference Number Option
- Maximum Responses per Period

Customer Survey Benefits

- Real Time Customer Feedback for Better Management
- Independent Measure of Customer Satisfaction
- Controlled Costs with Pay per Use
- No Need for Hardware on Site
- No Specific Training Required
- Simple and Quick Implementation
- Customers Feel their Opinion is Valued

Peace of Mind

Customer Survey is a wholly owned product of Storacall Technology Ltd T/A X-on, incorporated in 1979 and since wholly involved in the development and sales of voice telecommunication products. X-on has interconnects with the UK Telephone Networks and the Internet at dual resilient data centres in London's Docklands and Framlingham, Suffolk.

The client base ranges from small enterprises to the FTSE 100 quoted and public sector organizations. X-on recognizes that quality of customer service is a key concern to organizations wishing to outsource and prides itself in a client base that will attest to a personal and responsive approach.

For further information please contact our **Sales Team** on **0333 332 0000**.



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