

## ***Improve Insight into Customer Experiences***

Current survey tools have many limitations that decrease the value of the customer data collected. Many survey tools only support voice. Valuable contextual information from the IVR, email or other touchpoints are lost. Delays between the interaction and the survey decrease participation, decrease accuracy of responses and delay response to key customer service issues.

Voxai's survey application for voice and text interactions is an easy to use tool to quickly gather, report and analyze customer experience feedback. The application works in conjunction with the Genesys framework to gather customer satisfaction levels across inbound, outbound, scheduled call back, email channels and synchs through Genesys GI2 for complete reporting.

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- Increase Client Participation
  - Timely data for Immediate Action
  - Intuitive Interface --Business Users
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*The Survey application offers an organic, immediate, and comprehensive application for contact centers to collect and analyze customer feedback and actively drive positive customer experiences.*

## **Comprehensive View**

Built on top of the Genesys Reporting and Analytics suite, the entire customer journey, from IVR - queue - agent - survey is recorded and reported on in real-time and historically. Your quality management team can create scoring trends to understand how your business is performing over time and in that moment against company benchmarks.



***Options for customer to request scheduled callback or to speak with a supervisor are embedded in the Survey ensuring that critical customer feedback is available to supervisors to take immediate action.***

Waiting to generate and review reports days or weeks away from when the interactions happened is no longer necessary. Immediate action is possible and further heightens the customer experience. And with customer journey mapping, understanding the context for each call and survey is easy to gather and act on.

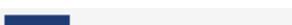
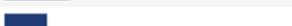
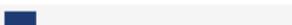
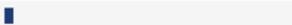
Survey creation is quick and easy to perform, with omnichannel functionality – deploy it after self-service IVR, post-agent calls or email. Most important, survey placement happens seamlessly after the interaction, resulting in fewer drop-offs, driving up interaction and completion.

# Targeted Analytics and Realtime Reporting

Voxai's survey application is fully integrated with Genesys Analytics and Quality Management. You can accurately assess your customers' experiences and improve on CX areas that need attention.

This integration allows you to stay in tune with your customers by tracking and measuring their experiences in real time, applying analytics to customer comments, listening to calls from submitted surveys for further information and mapping the entire customer journey from start to finish.

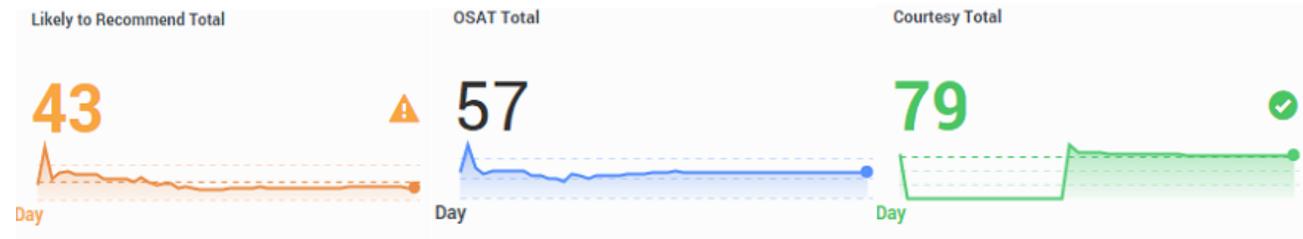
## Genesys Analytics

Category ↕	Percent of Interactions ↕	Interactions ↕	Avg. Duration ↕	Tot. Durations ↕
Refund	 52.0%	26	11:51	05:08:06
Priority	 44.0%	22	09:34	03:30:25
Opening	 26.0%	13	14:33	03:09:09
Website Mention	 12.0%	6	11:42	01:10:15
Change of Address agent	 8.0%	4	10:02	00:40:08
Email	 6.0%	3	15:08	00:45:25
Hold	 2.0%	1	05:15	00:05:15
Money	 2.0%	1	05:34	00:05:34
Informed	 2.0%	1	05:04	00:05:04

By measuring freeform voice comments, transcribing voice comments and analyzing survey results associated with certain agent interactions and metadata, you'll get an in-depth view of the customer experience both before and during the survey.

Topic representation of voice comments allows your team to pinpoint particular CX areas. Take this data even further by analyzing trends to quickly establish your contact center's current customer experience pain points and readily understand areas that can improve.

## Genesys Pulse



Creating reports to help supervisors and quality management ensures employees are well trained and able to resolve customer questions, building stronger customer satisfaction and increasing customer retention.

With real time monitoring, reviewing team and individual performance is instantaneous, allowing the right actions to be taken to improve customer experiences. Your team can actively see how customers feel about agent knowledge, overall satisfaction rates, first-call and issue resolution rates and more.

Using Voxai's survey application to measure customer satisfaction and experience, then combining it with the results, comments and call analyses, enables your enterprise contact centers to recognize trends and enhance CX, keeping you ahead of customer issues.

***If you are looking for a better survey application—one that gives you comprehensive, actionable customer information immediately, contact your Voxai Sales rep or contact us!***