

Understanding Customer Experience Through Post-call and web Survey Tools

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Abstracts

Enterprises want to gain a greater understanding of customer demands in order to improve service and increase satisfaction. Over the last two years there has been significant media coverage around the use of analytics for this purpose, whether it be speech, multi-channel, desktop, or cross-channel analytics. Enterprises are also realizing the value of social media for customer service, and social media monitoring solutions are beginning to appear. The survey market is diverse and expanding as vendors add new channels to their survey tools to support multiple channels for customer service. One of the key challenges for contact centers in surveying and analyzing behavioral trends is how to use the data to improve the business and keep customers happy. Ovum believes that a combination of surveying and analytics is needed to gain a deeper understand of customer trends

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In a nutshell

Ovum view

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Post-call surveys

Web-based surveys.

The benefits of surveying tools

Surveys remain important despite new ways to track customer sentiment

Surveying tools help contact centers understand customer opinion

Integrating surveys with WOTs allows contact centers to compare agent performance with customer ratings

Challenges when implementing surveys

The main challenge for contact centers is acting on information

Competitive landscape

The survey market is fragmented, with both contact center infrastructure vendors and specialist players providing survey tools

Contact center infrastructure vendors

Specialist survey vendors

Workforce optimization suite vendors

Recommendations

Recommendations for contact centers

Develop a survey strategy to target the relevant customer base and act on information to improve the business

Use a combination of surveys, analytics, and social media monitoring tools to track customer satisfaction

Provide feedback to customers

Change business culture to prioritize customers' needs

Recommendations for survey providers

Integrate survey tools with analytics, routing, and CRM systems

Provide multi-channel survey tools to match customer channel preferences

Develop out-of-the-box surveys that focus on business objectives

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Figure 1: Percentage of customers surveyed for customer satisfaction metrics by channel

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