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

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