

# Understanding Customer Experience Through Post-call and web Survey Tools

<https://marketpublishers.com/r/U602BA457E3EN.html>

Date: June 2010

Pages: 12

Price: US\$ 895.00 (Single User License)

ID: U602BA457E3EN

## 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

## Contents

Executive summary

In a nutshell

Ovum view

Introduction

A background to customer surveys

Types of surveying tools

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

## List Of Figures

### LIST OF FIGURES

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

## I would like to order

Product name: Understanding Customer Experience Through Post-call and web Survey Tools

Product link: <https://marketpublishers.com/r/U602BA457E3EN.html>

Price: US\$ 895.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U602BA457E3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970