

Interactions with your customers can have long lasting consequences. Contact centers traditionally measure operational KPIs and more recently business outcome KPIs. Now, Customer Care units track the customer experience through satisfaction surveys.

LiveVox Surveys are integrated with contact center operations, so surveys retain the key interaction context. In addition, survey responses can trigger a LiveVox action such as a transfer or callback.

With a special focus on customer satisfaction measurement, the LiveVox Surveys solution provides clients with the necessary tools to design, run and analyze customer surveys. There are three typical deployment scenarios. The classic post-call survey permits customers to opt-in to the survey process before talking with an agent; because the agent is not aware such a survey will occur, the interaction is not artificially skewed. Secondly, outbound surveys can run as a campaign automatically via IVR or SMS. Thirdly, agents can conduct live surveys, using a guided script, with a customer on the phone.

LiveVox surveys are designed with your end goals in mind by our team of experts to help you better understand customer satisfaction. For example, Net Promoter Score (NPS) is acknowledged as a simple yet effective technique to quickly gauge overall satisfaction levels. NPS asks customers to rate how likely they would recommend your services to a friend or family member.

Benefits:

- Surveys help BPOs pinpoint interactions to review, or to recover from problems
- Integration into call handling permits real-time actions such as escalation to retention agents
- Customer satisfaction surveys help identify actions to increase retention, profitability

Key Features:

- Post-call survey (without agent notification)
- Voice or SMS automated campaigns
- Live survey facilitated by agent script
- DTMF and/or free speech entry
- Optimized analytics dashboards
- Action triggers such as agent callback

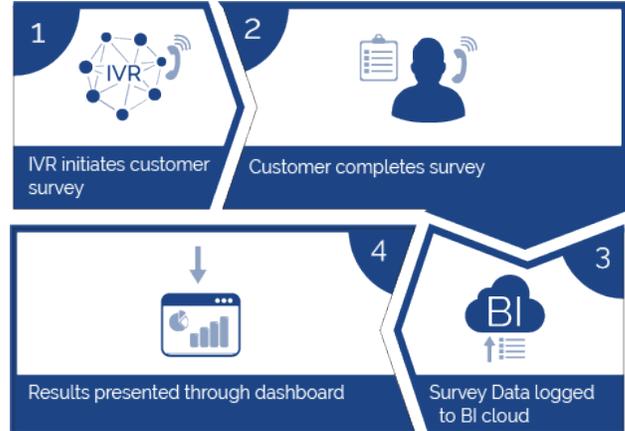
Example: Post-Call Survey

Customer reaches out to your call center. Before connecting to an agent, the IVR asks if the customer would take a survey at the end of the call. During the conversation, the agent does not know that the customer opted-in to the survey. At call end, the customer is connected to the survey and answers questions either via DTMF or voice (open questions). Voice entries are recorded and retrievable for analysis. Post-call surveys are timely, so feedback is revealing and relevant. Results are provided through a dashboard that can correlate poor interactions (or positive results) with the actual call details (e.g., specific agent, unusually long queue time, etc.).



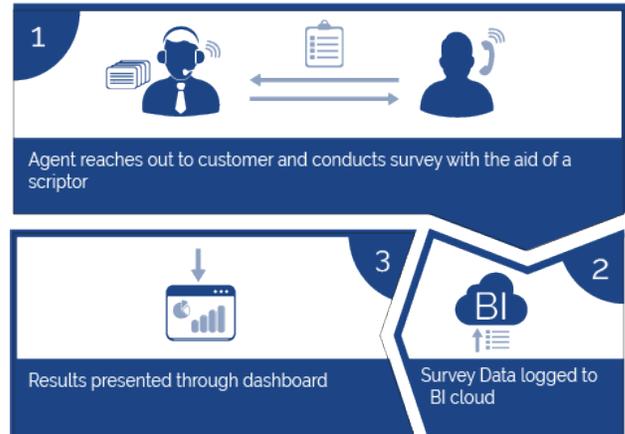
Example: Outbound IVR or SMS Campaign

In this example, an automated LiveVox campaign initiates customer surveys via phone/IVR or SMS. This approach might be used, for instance, when an organization seeks many points of feedback on completed transactions or service calls. With IVR surveys, just as in post-call surveys, clients can answer questions via DTMF or via recorded voice entry (e.g. “what area would you like to see us improve our offering?”), which allows for more open questions. The results will be retrieved via a dashboard optimized for survey review.



Example: Live Agent Survey

The third survey deployment scenario consists of agents in the contact center reaching out to customers and conducting a live survey. Agents will be assisted in their task via the scriptor product that is part of this survey offering. This allows for a more personal – and still guided – interaction between the agent and the customer. Executives view results via a specialized dashboard with easy to drill capabilities to deeply analyze results.



Forward-thinking organizations use the LiveVox cloud-based contact center to consolidate operations across sites, mitigate compliance risks of outbound contact, and leverage cloud capacity for campaigns and staffing. The LiveVox Four Clouds manage outbound, inbound and self-service interactions for telephone calls and mobile SMS.

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