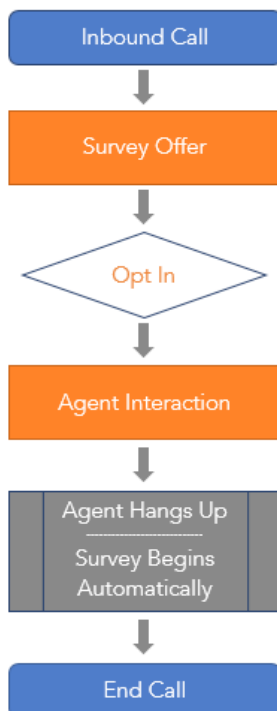# EVOLVE IP
THE CLOUD STRATEGY COMPANY™

Post Call Survey

There is no better way to understand customer needs and satisfaction than by simply asking the customers themselves. Evolve IP's Post Call Survey provides businesses the opportunity to improve customer experience and contact center performance by collecting immediate feedback from the customer about their recent interaction with their contact center representative.

For every customer complaint there are 26 other unhappy customers who have remained silent, so make sure you measure you ask for customer feedback and measure their satisfaction rate*.

*Source: Lee Resource

Post Call Survey Call Flow Design

One of the main challenges faced by most organizations is how to improve service and identify the areas of focus. According to research, 8 out of 10 customers walk away because of poor customer service. Evolve IP's automated surveys are designed to help organizations solve this issue and enhance their customer engagement strategy.

Why Evolve IP's Post Call Survey?

Evolve IP's Post Call Survey is an automated application that allows organizations to offer customized surveys based upon the nature of the customer inquiry. It provides businesses the ability to gather direct customer feedback and understand customer experience within a few minutes of completing an interaction. Business leaders can combine survey results with operational data to create a valuable tool to measure overall customer satisfaction and then focus on continuous improvement

Features

• Automated application with user defined paramaters

• Customized reports that provide customer feedback

• Flexibility to use pre-built survey questions or use customized questions provided by an organization

• Ability to offer an opt-in option to callers at the beginning of every interaction

• Flexibility to add questions in several formats such as T/F, Y/N, multiple choice etc.

Benefits

• Quantify the customers' experience, preference and expectation

• Measure and improve customer satisfaction

• Improve agent performance by analyzing survey results with call recordings

• Streamline processes and design new training based on the survey results

• Reduce agent turnover

• Track trends in customer loyalty across product, agents, customer type, industry and time

• Ability to keep surveys agent specific or anonymous