



Contact center interaction quality is an essential component of the formula for high customer satisfaction, but too often, the measurement of quality is very subjective. One quality mentor may score a call as being high quality and another may score it low, and the agent involved may give it an even different rating. Ultimately, the most important quality rating is what the customer perceives, because the customer wields the purchasing power.

Aspect Surveys provides an efficient and effective way to measure quality in real-time from the perspective of the ultimate judge of quality, the customer. Aspect gives you actionable insight into the voice of the customer and allows you take evaluator subjectivity out of interaction quality evaluations. You can even calibrate your internal assessments of quality against customer measured quality. With easy-to-use web survey form creation, measuring quality from the customer perspective has never been as simple.

Key Differentiators for Aspect

- ✓ **Customer View of Agent Quality**
Surface potential interaction quality issues from the perspective of the customer.
- ✓ **Survey Invitations for Customers**
Use standard email to send web survey link to target customers.
- ✓ **Include Your Logo on Survey Invitations**
Easily include your logo or other graphics in email invitations for web surveys.
- ✓ **Point and Click Survey Design**
Easily create customized surveys with point and click user interface.
- ✓ **Rule-based Survey Invitations**
Send survey invitations to specific customers using customizable rules.
- ✓ **Survey Results Tied to Each Call**
The results of web-based surveys are automatically tied to each call or interaction.
- ✓ **Summary Survey Results Reporting**
Survey results are summarized to show history of results over time.

Key Components

- **Real-Time Web Surveys via Email Links**

Aspect® Surveys™ helps you to understand the true voice of the customer by soliciting feedback from the customer at the end of the call or other interaction. An email containing a link to a customized web survey is sent to the customer, so you can measure the customer sentiment and satisfaction immediately, thereby capturing the most accurate representation of quality. Essentially, you are extending the conversation with your agents but taking it into a new channel of interaction.

“Nearly 60 percent of all companies tracking First Call Resolution (FCR) today depend on customer surveys in order to determine this important customer experience metric. Customer surveys also provide management keen insight into agent performance as part of a comprehensive quality management program.”

- Paul Stockford, Saddletree Research

- **Agent, Supervisor and Customer Feedback**

There are two people at the heart of every customer interaction, the customer and the agent. Directly engaging both in the quality process can help you to identify broken processes before they become critical business issues. Your agents can participate in the quality process by flagging interactions to be recorded and reviewed by their supervisor. With Aspect® Quality Monitoring™, your agents can also be given the opportunity for self-evaluation by initiating coaching sessions where both the agent and supervisor can evaluate the same interaction and compare their scores online with the system’s calibration interface. You can also involve your customers in the quality process using Aspect Surveys to obtain feedback on their interactions. Feedback from these surveys can be attached directly to the interaction on which it was based, so that specific performance improvements can be quickly addressed.

- **Flexible Survey Forms**

Aspect Surveys makes it easy to create a wide range of web-based survey forms. You can select from any one of a series of standardized style sheets, use your company logo, customize your greeting and include a privacy notice. Aspect Surveys supports seven different survey question types including Yes/No, True/False, Scored Scale, Chose One, Chose One or More, Single Line Text Answer and Multiple Line Text Answer. You can also specify which questions are required to be answered by the customer and permit “Not Applicable” as a response if desired. Each scored question can be assigned a weight that contributes to the overall 100% possible score.

- **Customized Invitations**

With the flexible design options built into Aspect Surveys, you can customize and personalize the email invitations that customers receive along with the web link to the survey itself. Use first name, last name or any other field to tailor the format and body of the message to each customer. Send as plain text or HTML. Easily perform an email merge using a customer file to automate bulk outgoing surveys.

- **Survey Invitations Based on Business Rules**

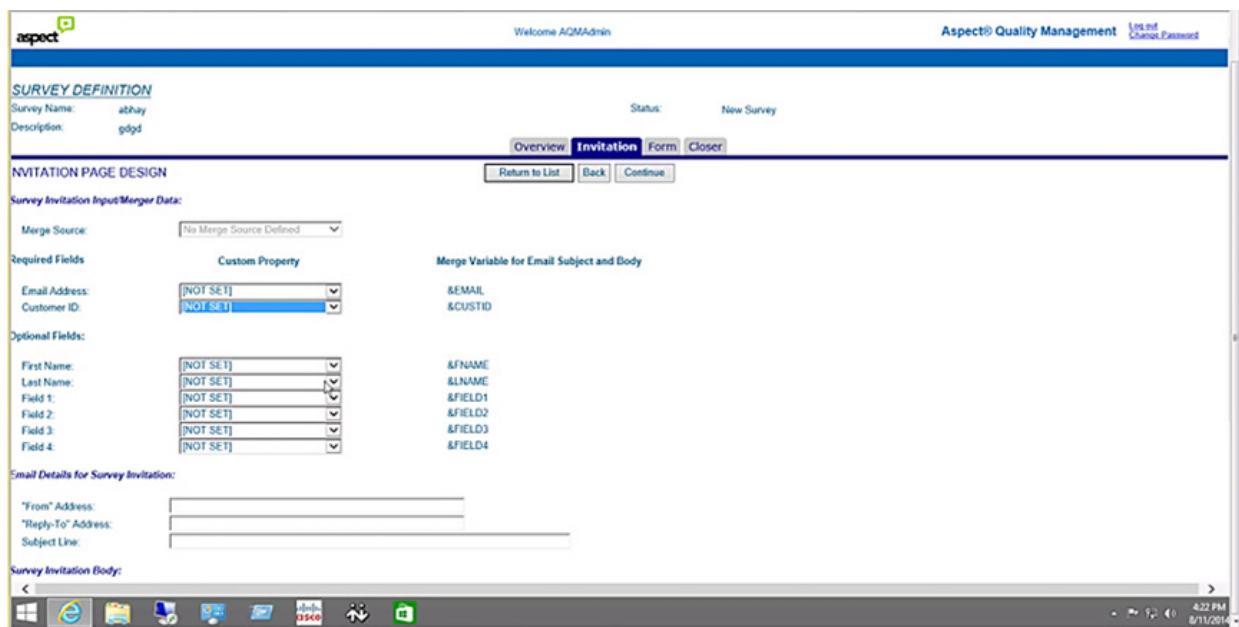
Aspect Surveys uses programmable business rules to determine which customers will receive a customer measured quality survey. Base choice of multiple outgoing email survey requests on switch, interaction type, agent group, agent and many other criteria, and then determine what percentage of customers satisfying criteria actually receive surveys requests. Schedule outgoing email survey requests immediately as business rules are met or on specific days of week and times of day. Select your preferences for archiving calls and screen recordings.

- **Integration with other Aspect Components**

Aspect Surveys is designed to function seamlessly with Aspect® Recording™ and Aspect Quality Monitoring. Customer measured quality surveys are an integral part of the process to ensure high quality calls and other interactions. Survey feedback becomes part of the overall quality picture available in Aspect Quality Monitoring, and customer measured quality ratings are tied directly to the associated recording in Aspect Recording.

Key Features

- Robust and flexible customer surveys
- Enables a comprehensive view of agent quality as evaluated by supervisor agent, customer and automated analytics
- Enables automated coaching workflows based on customer measured quality scoring
- Flexible business-driven survey rules
- Easy to create web-based survey forms
- Power administrative tools to create, edit and manage survey emails
- Include your company's logo or other graphics in survey emails
- Tie survey results to associated interaction recording
- Calibrate internal evaluations with customer measured quality



Example Aspect® Surveys™ screen shot

**Corporate and Americas
Headquarters**
2325 E. Camelback Road,
Suite 700
Phoenix, AZ 85016
+(1) 602 282 1500 office
+(1) 602 956 2294 fax

Europe & Africa Headquarters
2 The Square, Stockley Park
Uxbridge
Middlesex UB11 1AD
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

**Asia Pacific & Middle East
Headquarters**
7 Temasek Boulevard
#08-02 Suntec Tower One
Singapore 038987
+(65) 6590 0388 office
+(65) 6324 1003 fax

About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, empowering organizations to unite around the customer journey. Our customer engagement center offers native [interaction management](#), [workforce optimization](#) and [self-service](#) capabilities that drive dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging all the benefits of the cloud and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit www.aspect.com.

Aspect® and other marks as indicated, are the trademarks or registered trademarks of Aspect Software, Inc. in the United States and other countries.

