



Proactive Engagement Suite

Aspect® Survey



Engage today's conversational consumers at just the right time, with just the right message, in the channel the customer considers most convenient. Aspect Survey is a 100% SaaS cloud offering of pre-configured, but customizable, automated omni-channel survey applications that deploy in hours, not weeks, and are cost effective to implement. When you discern customer sentiment, you have the opportunity to influence future interactions and provide exceptional customer service.

While traditional survey tools focus on feedback, Aspect Survey focuses on engagement. Aspect Survey automates the communications in the customer's preferred channel with a message that is personalized. By blending automation with agent-assisted survey campaigns, customers can get the human touch when they need it. Your goal may be to capitalize on upsell opportunities with your most receptive customers or mitigate negative situations before they spread through social media and have devastating effects on your company. Capitalize on the conversational nature of today's interactive customers so your business can deliver exceptional customer experiences.

Key Differentiators for Aspect

- ✓ **Real-time Intervention and Smart Routing**
Identify concerns on the spot and prevent problems from escalating by complementing the automated solution with options to get connected to an agent right when negative sentiment is detected. Smart routing will connect the customer to the agent or employee best suited for the job.
- ✓ **Personalized Response**
Tailor responses to your customers based on their feedback instead of treating everyone the same. Personalization means you adapt to your customer, not the other way around.
- ✓ **Reduce Cost through Automation**
Use automated survey strategies to free up your agents for more sophisticated customer service requests and ultimately reduce cost.
- ✓ **Omni-Channel Engagement**
Offer customers their choice regarding the best channel for providing feedback or initiating any needed follow-up conversations.
- ✓ **Track Performance**
Don't lose sight of individual agent performance or company-wide rankings over time by reporting on and sharing results.
- ✓ **Speedy Go-Live through SaaS**
Get started today, in just a matter of hours, without the headache of an internal IT project. Enjoy almost endless flexibility by scaling up or down as your business needs warrant. No large up-front outlay of capital expense – and with billing on a per transaction basis, costs are always transparent and easily managed.

Use Surveys as an Engagement Opportunity

The focus of Aspect Survey is not solely on the feedback garnered but also on more fruitfully engaging customers with tailored service and communication strategies as well as value-based messaging based on that feedback. Aspect Survey empowers organizations to institute and automate best practices for responding to customer feedback while virtually eliminating error-prone and resource-intensive manual procedures for eliciting or monitoring customer responses.

Whether looking to maximize return on up-sell offers or mitigating risks associated with unhappy customers, Aspect Survey provides a seamless, automated approach to capturing customer sentiment and initiating further engagement as appropriate with a message tailored to the customer's concerns.

Feedback can be centered on an interaction that just transpired or reflect a longer-range perception of the company. In either case, it is key to establish business best practices and processes that enable that feedback to have the maximum positive impact whether at the individual agent level or among the executive leadership ranks.

Key Methodologies

Rating the Interaction

Following each given interaction, collect granular sentiment – even providing an opportunity for customers to record a message following the completion of the survey.

Chart out the best course of follow-up action in response to an instance of negative (or, for that matter, positive) customer feedback. Automate this process according to a defined set of business rules to ensure predictability and consistency of response to customers.

For example, an automated message can be sent to confirm that a customer is willing to be contacted for immediate follow-up regarding their stated issues. Alternatively, an internal alert can be first directed to a contact center manager for escalation if deemed warranted. In other cases, depending on the subject matter, it might be more appropriate to route the communication to another internal contact of choice.

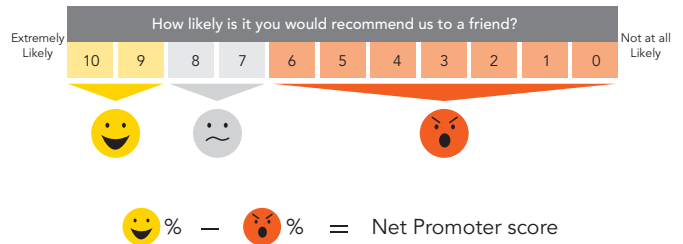
Collecting feedback as part of a customer engagement is a valuable, essential business process, but just as critical is taking action based on that feedback. Instantly smooth over any service issues and concerns before a customer is lost or your company's reputation will take a hit in the realm of social media. On the flip side, if a delighted customer raves about the level of service received, reward the agent involved and leverage the happy customer in PR and social activities.

Over time, aggregate feedback to get the bigger picture around agent performance on a collective and individual basis – and progress toward delivering remarkable customer experiences each and every time across each and every channel.

Rating the Organization – Net Promoter Score

A solid understanding of how customers perceive your organization can be reliably achieved using the scale-based Net Promoter Score (NPS) method. The goal of this universally acknowledged survey methodology centers on asking a single question: "Would you recommend this product/service to a friend or colleague?"

Responses to this question categorize your customers as Promoters, Passives or Detractors.



Based on the findings, follow-up actions could include maximizing upsell opportunities with your Promoters who are generally viewed as most loyal, enthusiastic and the best source of growth among the three customer types.

Other efforts could focus on how to best retain Passives who are still a viable source of revenue. Subsequent research could help inform such initiatives and even result in improved satisfaction levels with this group the next time around.

With respect to Detractors, it might be more about mitigating risk and deciding further outreach to this group might not be worth the return on investment.

There are not easy decisions to make by any means, but commitment to customer feedback strategies provide the insights to better inform those decisions – and ensure healthy prospects for growth.

The Aspect® Survey application is part of the Aspect Proactive Engagement Suite. Go to www.aspect.com/Products-and-Services/Proactive-Engagement-Suite to learn more about our other proactive engagement solutions.

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About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit www.aspect.com.

