

IVR Voice Based Surveys™ for Call Center CX Solutions



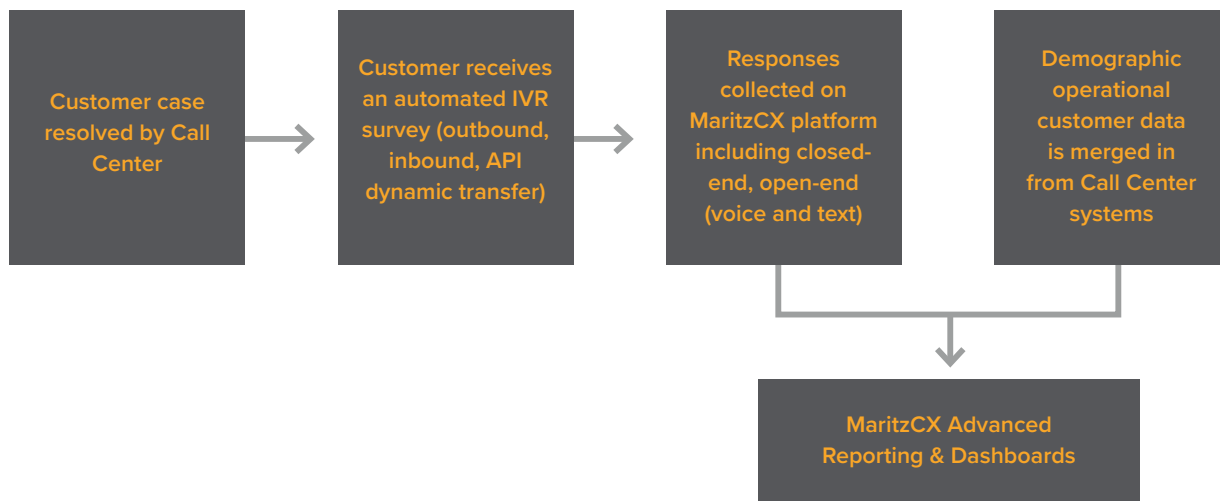
IVR Voice Based Surveys deliver higher quantity and quality of transactional Call Center customer experience survey data, elevating a critical component of omni-channel CX solutions.

VOICE DRIVEN IVR SURVEY SOLUTIONS

Interactive Voice Response (IVR) surveys are a critical component of today's Call Center customer experience solutions. Voice Driven IVR Surveys from MaritzCX elevate omni-channel data collection by providing: the highest participation rates, easy survey access for the mobile consumer market, event driven outbound or inbound survey delivery, and the ability to capture both closed-ended quantitative and rich open-ended qualitative voice of the customer data.

IVR surveys enable immediate deployment of a post-interaction survey for Call Center customers to insure the highest response rates and highly relevant experiential data. Combining closed-ended data, open-ended data, and operational Call Center data delivered in near real-time provides better data to drive agent coaching and operational improvement.

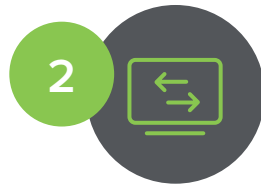
A well-designed IVR survey can produce an abundance of data in a short period of time that can be analyzed efficiently. Here's how an IVR survey aids the process of improving customer experience:



MARITZCX SPEECH-TO-TEXT TECHNOLOGY INCLUDES:



Makes it Easy for Customers to Share Feedback: Sharing feedback through a survey isn't always easy for customers — they can be lost in spam folders when sent through email, and many times customers don't recall the details of their experience, so their feedback becomes less accurate. A well-designed IVR survey makes it easy and timely for customers to give accurate feedback that can be passed through your organization for action.



Makes it Fast and Convenient: The best CX surveys are short, to the point and offered immediately following the consumer experience. Voice Driven IVR Surveys play a critical role in omni-channel CX solutions. Further IVR surveys can be integrated into a multimodal solution with SMS, web or email, enabling the consumer to choose their preferred feedback channel and still have the ability to leave a voice open-end.



Makes Insight More Impactful: Connecting your IVR survey to non-survey data systems delivers more actionable analytics. Our expertise enables seamless integration into Call Center operational data including agent ID, call duration, call recording, call notes, etc. The resulting combined data set—including survey data, qualitative open-ended data (text and voice) and operational data—assure ideal data to analyze for CX improvement.

WHY MARITZCX VOICE DRIVEN IVR SURVEYS?

- Survey system integrates with Call Center systems
- Data integrates with case management for closed-loop follow-up
- Closed-ended and open-ended voice and text data delivered in near real-time
- Voice data captured in a format that is optimized for Automated Speech Recognition (ASR) models
- Multi-language voice-to-text transcription solutions with redaction of personally identifiable information (PII)
- Scalable platform that supports tens of millions of interviews per month
- Complex questionnaire features included: sample data, skip pattern, question rotation
- Response rates over 35% in many cases
- Key stroke and voice driven survey for mobile consumer
- Event-triggered interviews result in data that is fresh and reflects actual customer experience
- Automated survey function for inbound consumer dialing
- Hot alerts and direct transfers to live agents during hours of availability

MaritzCX partners with PinPoint Research to provide IVR solutions. With over 30-years' experience, PinPoint Research pioneered IVR technology application for consumer survey research. Today its proprietary IVR and Speech-to-Text data processing technology solutions enable real-time voice of the customer solutions for call center and retail consumer experience applications.

Voice Driven Surveys is a trademark of PinPoint Research 2017

To demo a product or to contact MaritzCX call

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MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organizations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. **For more information, visit www.maritzcx.com.**