Autonomy Qfiniti Survey

Overview

Service-driven organizations spend tremendous amounts of time and money to find, win, and retain their customers. Yet those valuable relationships can be at risk each and every time a customer interacts with your contact center. To ensure the balance of agent performance and satisfaction scores, companies must listen closely to the perceptions, challenges and needs of their customers.

Autonomy Qfiniti’s survey module, Survey, enables contact centers to hear directly from a customer immediately after an agent interaction and automatically link both the customer satisfaction score and the agent evaluation score to the recorded interaction (call, email, chat). This correlation measurably improves quality performance while reducing the time and cost incurred from traditional research methods. By forging a clear link to the voice of your customers, Survey can be a valuable supplement to traditional survey methods.

Survey is the industry’s first interactive voice response (IVR)-based, post-call survey platform for the enterprise contact center. Survey integrates with automatic call distributors (ACD) and gives callers the option of taking a survey immediately after speaking to an agent. A fully automated solution, Survey records both the agent/customer interaction and the subsequent customer input, and then links those recordings to the evaluation process. Only Survey establishes this direct and powerful link between the performance of your contact center and the customer satisfaction that drives your business.

Key Business Benefits

- Makes customer questionnaires easy to configure, adjust, and manage
- Displays results associated with agents, agent groups, computer telephony integration (CTI), and other data
- Allows customer input to be linked to virtually any variable within the contact center
- Sends immediate alerts of a poor customer experience via questions with threshold events that, when triggered, launch “save the customer” actions such as an email or pager alert or a transfer to a customer advocate
- Provides analysis capabilities through established reports or customized reporting via standard open database connectivity (ODBC) exporting options

Flexible Survey Deployment Options

When a customer calls the contact center, the ACD routes to Survey, and the caller is offered the survey option. If the caller accepts, Survey waits for the agent to finish, then automatically presents the caller with pre-recorded survey questions. This can also be integrated with voice recognition capabilities.

- Can be configured to run behind the scenes so that the agent does not know which customers will be surveyed
- Manages surveys not directly associated with agents or the contact center, such as incentive surveys
- Integrates seamlessly with legacy systems and with all Autonomy Qfiniti modules, and does not require that a recording solution already be in place

Enterprise Level Reporting

Allow survey results to be displayed by agent or group, by chronological segmentation, or by other variables. Survey automatically and continually gathers customer survey data and instantly tabulates this information for management reporting after each survey.

Simple Administration

Administrators can quickly create customized reports to meet specific business needs. A flexible architecture simplifies management of quality-related activities, and remote management capabilities allow administrators to create, review, and print reports from any networked location.
Tight Calibration and Correlation

Unlike traditional customer survey techniques – such as outbound calls, email, and mailed questionnaires – which typically take place hours or days after the pertinent customer/agent conversation, Autonomy Qfiniti integrates surveys with customer recordings, analytics and evaluations in a single user interface.

- Records customer input just moments after the completion of a customer/agent interaction
- Establishes a direct correlation between agent performance and customer attitude
- Shifts important quality questions directly to the customer, allowing evaluators to spend less time asking and analyzing subjective questions

Support for Traditional Methodologies

Skip Patterns

Survey questions can be tailored to the customer’s input. Survey is the only automated post-call survey solution to support traditional survey methodologies such as skip patterns. This allows specific customer responses to branch to more appropriate questions, providing more in-depth analysis opportunities.

Analysis of Voice Comments

Customers can also record voice comments during a survey session to discuss their specific likes or dislikes, providing detail that may have been impossible to capture during a standard survey. Comments are available for intelligent, automated analysis with a speech analytics system like Autonomy Explore.

Enabling a Complete Voice of the Customer Strategy

Survey integrates with the Autonomy Customer Feedback Analytics solution, featuring Autonomy Explore, to bring contact center surveys together with voice recordings and other customer feedback from across the enterprise, for the most complete voice of the customer. Only Autonomy technology can truly understand what your customers are saying, because they are all powered by Autonomy’s Intelligent Data Operating Layer (IDOL). IDOL leverages advanced mathematical techniques, statistical analysis, and pattern-matching to extract meaning from every interaction you have with customers - even “unstructured” formats like web pages, social networks, phone call recordings and video.

Open Platform

Survey’s open-architecture platform employs industry-standard components such as Windows 2003, Dialogic voice cards, and Microsoft SQL Server 2005.

About Autonomy

Autonomy Corporation, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s technology manages and extracts meaning in real time from all forms of information, both unstructured and structured, enabling companies to leverage their data assets. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Autonomy’s solutions are used by more than 25,000 customers including 87 of the Fortune 100, 10 of the top 10 financial services firms, 75% of the global 100 law firms, 9 of the top 10 pharmaceutical companies and many government agencies. Over 400 of the world’s leading technology companies embed Autonomy’s technology in their products. Autonomy also owns the largest private cloud of diverse data, with 31 Petabytes of information.

Please visit www.autonomy.com to find out more.