



# Integrated Campaign Surveys Simplify Consumer Feedback

Quickly Report on, Pinpoint and Address Consumer Satisfaction Improvements

## Customer Profile



Contact centers feel greater pressure to ensure positive consumer engagements. Consumer Satisfaction surveys can provide a powerful tool to achieve this.

## Problem Snapshot



Typical surveys are separate add-on functions which results in feedback without context, making it difficult to implement, analyze, and pinpoint improvements areas.

## Solution Snapshot



LiveVox surveys are fully integrated as an advanced IVR application. This simplifies survey implementation and provides contextual feedback data while enabling automated, result-triggered actions.

## Benefits



Differentiates contact center services with a simplified path to ensuring and reporting on positive consumer experiences through an immediate and actionable feedback channel.

## FACING A MORE COMPLEX AND COMPETITIVE HEALTHCARE ENVIRONMENT

In today's more complex and competitive business environment, consumer loyalty and retention is critical. Ensuring a positive consumer experience is therefore a fundamental focus for businesses and the contact centers that service them.

In a 2016 study of contact center satisfaction\*, the CFI Group found that overall consumer satisfaction fell by 4 points. Numerous industries, spanning healthcare to utilities, are quickly realizing the significant impact that consumer satisfaction can have on the bottom line.

Those that manage outsourced billing and recovery efforts carry an even greater responsibility to prevent disgruntled consumers as it is one of the most challenging engagements to maintain high consumer satisfaction. As a result, service providers are facing increased pressure from their clients and the regulatory environment to maintain and provide insight on positive consumer engagements.

\* <https://cfigroup.com/resource-item/contact-center-satisfaction-2016/>

## PITFALLS OF TRADITIONAL SURVEYS

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While surveys are an effective tool to assess and improve consumer engagement programs, it is often purchased as an add-on application that is not fully integrated into the core contact center platform. This lack of integration creates three fundamental challenges:

### **Delayed Feedback = Lost Feedback**

Surveys are presented as a separate campaign, provided to the consumer a few days after the interaction itself. This delay significantly impacts the accuracy and volume of feedback.

### **Disconnected Feedback = Uncertain Improvement Areas**

If feedback is provided, the data is often disconnected from the actual interaction itself, making pinpointing and creating improvement programs extremely difficult (e.g. if a negative feedback is received, it cannot be tied to the actual interaction or agent).

### **Delayed Response = Lost Opportunity**

Survey responses cannot trigger a transfer or a callback action to an agent. This inability to quickly respond to a negative interaction minimizes the ability to mitigate or learn from the consumer's experience.

## SIMPLIFYING SURVEYS WITH LIVEVOX

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The LiveVox CSat Survey Solution is a fully integrated consumer feedback IVR that overcomes the standard challenges of managing:

### **Immediate Feedback Channels**

Surveys can be presented to the consumer as part of the overall interaction - across multiple channels (e.g. SMS), upfront, or immediately post call, increasing the chances and accuracy of consumer feedback.

### **Contextual Feedback**

Feedback is provided with full interaction data, helping pinpoint specific areas of improvement or top performance drivers - all the way down to the specific agent and engagement.

### **Automated Response Actions**

Survey results can be set to trigger specific actions, including agent call back to mitigate the impacts of a negative experience.

## KEY FEATURES

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- Fully integrated into existing campaigns / interactions
- Post-call survey (without agent notification)
- Voice or SMS automated campaigns
- Live survey facilitated by agent script
- DTMF and/or free speech entry
- Optimized analytics dashboards
- Action triggers, such as agent callback