

InsightNow Features & Benefits

- Easy to use design wizard, surveys can be created and modified by business users without reliance on external support.
- Configurable real-time dashboards designed to support all key contact centre roles from advisor to site manager.
- Near real-time feedback, typically a 15 minute latency between survey completion and results appearing on dashboards.
- Standard vertical industry sector benchmarking surveys, for both customers and advisors, available as part of the toolset.
- All common media types supported (IVR, sms/WAP, e-mail/Web).
- 100% secure hosted solution just requires browser access.
- Scalable technology platform which can support thousands of concurrent users.
- Designed by contact centre experts with 15 years customer management experience.
- A "closed loop" route to improvement - customers, advisors, and operational management's experience is joined-up.
- Immediate feedback, survey results are displayed on dashboards in near-real time.
- Actionable insights into how service delivery can be improved - Quality Control is placed in the hands of your advisors.
- Versatility - survey usage can be expanded to include any topic where real time feedback is critical.
- Low start-up costs and no expensive IT integration required.
- Totally business user configurable - Surveys can be very easily set up and changed / refined in seconds.
- The service can be branded to maintain brand identity and integrity.

how to optimise the customer experience without management intervention

- **ENGAGEMENT**
- **INSIGHT**
- **INNOVATION**

Why traditional contact centre management regimes continue to fail

- Advisors are rarely surveyed on how they feel about the service they are delivering, and this is rarely if ever joined up with the customers view
- Customer satisfaction is not measured at the point of service delivery - emotional content is lost
- The customer journey is not joined up, nor underpinned by aligned behaviours, processes, systems and organisation.
- Call quality monitoring, typically 5 -10 calls per advisor per month, is too small a sample size to meaningfully impact advisor behaviour and competencies.
- Team leaders do not spend enough time on coaching and development

Real-time customer and employee engagement - the next big thing

InsightNow Survey 360 provides real-time experience feedback from three perspectives:

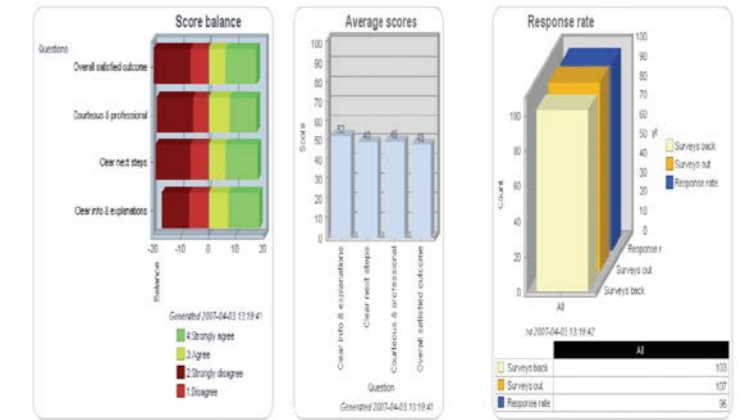
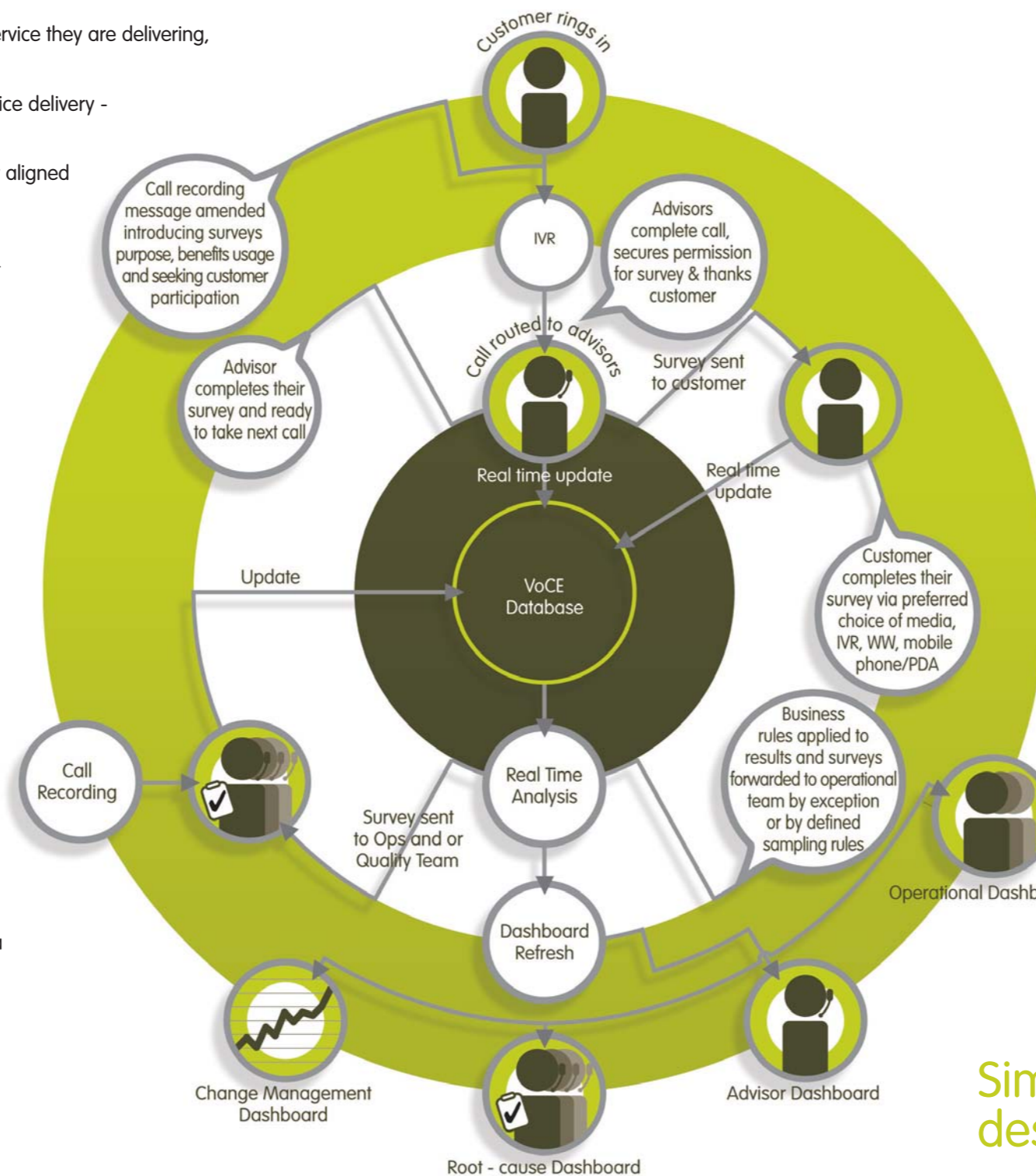
- the customer
- the advisor
- operational management (team leaders, coaches, supervisors and quality assurance).

Our solution allows customers to participate in real-time experience surveys delivered at the completion of a call via a choice of media: WAP enabled phones, IVR or the web.

The process is simple:

1. Customer consents to taking part in a survey.
2. Customer specifies media preference.
3. The survey is sent to the customer.
4. Advisor closes the call as normal and completes a survey to record his or her experience of the call.

The results of the three perspectives of customer experience are displayed on real-time dashboards on the advisors PCs within 15 minutes.



Performance Dashboards - driving improvement

The InsightNow reporting suite provides three distinct views of the customer experience.

Advisor dashboards: aggregate the advisors own call assessment with those of the customer and the operational management team to generate a **360 degree** view of performance. Scores are updated in real-time to provide direct feedback on customer engagement and service delivery skills.

Operational dashboards: aggregate advisor results by team, by site and by location. A variety of "drill-downs" are provided to display performance by skill group and experience.

Root-cause dashboards: present the underlying reasons for customers' dissatisfaction together with trended call drivers to monitor the success of changes designed to improve the customer and employee experience.

Change management dashboards: enable coordinated change management across multiple projects and initiatives to track the impact on the customer experience, advisor engagement and operational efficiency of contact centres.

Simple survey design wizard

Surveys can be designed and verified in minutes using our intuitive Survey Design Wizard. That means that there are no hidden set-up, configuration, or training charges and users are self-sufficient from day one. Questions can be of many varieties, from simple yes/no, pick from a list, to free text. Conditional logic is supported to enable the result from one question to determine the sequence of subsequent questions.

