Verint Branch Experience Survey

Based on your experience during your last visit, how likely would you be to recommend the Bank to a co-worker or friend? Please rate your likelihood on a 0 – 10 scale where 10 is "Extremely Likely" and 0 is "Not At All Likely":

2 (About how long were you in the branch before you were greeted?)	20%	40%	60%	80%	100%	Top	Neutral	Bottom	Total	Mean
Immediately	16.9%	17.8%	65.3%			355 16.9%	373 17.8%	1369 65.3%	2097 100.0%	5.9
Longer than 30 seconds	18.5%	18.3%	63.1%			391 18.5%	386 18.3%	1331 63.1%	2108 100.0%	6.1
Within 30 seconds	20.1%	17.6%	62.2%			421 20.1%	369 17.6%	1302 62.2%	2092 100.0%	6.1

With Verint's Branch Experience Survey, you can gain insight into what customers think about their branch experiences, then use this knowledge to enhance sales and service.

Customers can provide retail financial institutions with some of the best information on what's happening in the branch network — feedback on individual branches, interactions with employees, wait times, and more. The challenge is finding a way to capture, analyze, and act on this information quickly, while it's still timely and relevant.

Verint® Branch Experience Survey™ is a Web-based solution designed specifically to capture customer feedback and help your organization optimize its branches by:

- Creating personalized, branded email messages to request customer feedback, encourage customer engagement, and address concerns.

- Analyzing customer satisfaction data from branch visits to identify employee coaching opportunities and enhance sales, service, and staff performance.

- Monitoring surveys for negative responses and automatically sending notification to three levels of the organization to help retain or recover customers.

- Including branch customer feedback in your "voice of the customer" initiatives.

- Sharing branch customer experience metrics within employee, branch, and regional dashboards to help meet service goals.

With the Verint Branch Experience Survey, your retail financial institution can transform customer feedback into actionable data to help enhance loyalty and customer service, improve products, optimize business processes, gain competitive advantage, increase revenue, and more.

Key Benefits

- Captures feedback from branch customers using timely, personalized surveys, and displays the results in real time for quick analysis.

- Pinpoints service issues and helps organizations compare branches and regions, identify trends, and determine appropriate next steps.

- Helps organizations act quickly to identify dissatisfied customers and implement retention strategies.

- Helps you gain greater insight into the branch experience by assessing survey results by interaction types and customer segments.

VERINT®

Measure the Branch Experience and Gain Meaningful Data

Unlike traditional, paper-based surveys, Verint Branch Experience Survey offers distinct advantages by providing surveys that are:

- **Timely.** Email surveys can be completed while the experience is fresh in the customer's mind.

- **Applicable.** Surveys can gather feedback on a customer's specific visit to a particular branch, and can be traced to the customer, branch employee(s), and transaction(s) completed.

- **Segment-based.** The solution's reporting and analytics tools can help you correlate branch customer satisfaction with other factors, such as customer segment and frequency of visit.

- **Ongoing.** You can perform continuous measurement, rather than occasional sampling, to help identify problems and address problem areas quickly.

- **Comprehensive.** You can quickly compile a sufficient number of customers across demographic groups to obtain a statistically useful sample by branch, day of week, customer type, and other attributes.

Perform Detailed Analysis and Comparisons of Service and Sales

With the Verint Branch Experience Survey, you can compare customer satisfaction levels across different branches and perform root-cause analysis to better understand service failures and successes. You can also correlate satisfaction with other factors, such as how busy the branch was during the customer's visit; whether the branch was correctly staffed at the time; whether the customer visited the lobby or the drive-up window; and which branch employee(s) fulfilled the customer's request.

In addition, the solution provides insight that can help you evaluate sales transactions objectively. You can easily compare the performance of individual sales staff to determine areas for coaching and modeling.

Gain a Holistic View of the Customer Experience

To provide insight into the customer experience across the enterprise, Verint also offers Enterprise Feedback Management™. With this powerful solution, you can gather feedback on the customer and employee experience across interaction channels, build critical key performance indicators, and benchmark progress. When used in combination with Verint's speech and text analytics solutions, it can help you look beyond the branch to develop a holistic view of the customer experience by:

- Understanding what's driving changes in satisfaction and loyalty — and acting quickly to negate issues.

- Benchmarking satisfaction levels at critical points in the customer experience.

- Validating that process and product changes are enhancing customer satisfaction.

- Gaining insight into the preferences, satisfaction levels, and needs of critical customer segments.

Verint Branch Experience Survey – Part of the Verint Workforce Optimization Solution

Verint Branch Experience Survey is part of a suite of workforce optimization solutions from Verint Systems. This patent-protected suite helps organizations capture and analyze customer interactions, improve internal processes and workforce performance, uncover business trends and competitive advantages, and discover the root causes of customer and employee behavior.

Benefit from World-Class Consultants

Verint Consulting Services can help you get the most from your investment. From strategy, customer research, and business impact consulting to implementation, training, customer support, application consulting, and change management, you can be confident that our experienced teams understand your business practices and operations — and are committed to your success.

Verint. Powering Actionable Intelligence®

Verint® Systems Inc. (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions for customer engagement optimization, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organizations in over 180 countries use Verint solutions to improve enterprise performance and make the world a safer place. Learn more at www.verint.com.

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