

Verint Enterprise Feedback Management – IVR Channel

What do customers *really* think about your business? It's a deceptively simple question – and it's one of the most fundamental challenges organizations face.

Verint® Enterprise Feedback Management IVR Channel™ (EFM-IVR) is a browser-based solution that uses short, context-sensitive, dynamic surveys to capture information from customers managed by authors through a web interface.

Part of Verint's Customer Analytics suite, this solution integrates with other Verint Workforce Optimization™ solutions, back-office and contact center software, and CRM systems to provide insight into customer and performance data. By gathering information that might otherwise be overlooked or lost, it can provide insight into the effectiveness of your people, products, and processes, helping you take action quickly.

Collect and Analyze Customer Data in Real Time

Verint EFM-IVR engages customers immediately after their interactions with your agents over the IVR with short, dynamic surveys that are delivered based on business rules you define. Because these surveys are intelligent, context-based, and timely, they can engage customers and deliver response rates far greater than those obtained through traditional, one-size-fits-all questionnaires.

As a result, you can move beyond mere sampling to capture meaningful data – even with large numbers of customers and multiples sites. When combined with additional channels available in Verint's Enterprise Feedback Management solution, surveys can be delivered through email, Web, mobile and SMS.

More than just a survey system, Verint EFM-IVR helps you gather data on products, processes, staff performance, and customer loyalty and satisfaction levels in real time. You can identify and measure the drivers of customer behavior, along with specific areas for improvement.



Verint Enterprise Feedback Management – IVR Channel can help you quickly solicit and evaluate customer comments to determine how well your center is meeting its customer satisfaction goals.



Key Benefits

- Facilitates increased visibility into customer service processes and performance by quickly capturing and analyzing customer feedback in the context in which it was provided.
- Helps improve first contact resolution (FCR) rates, decrease escalations, and enhance customer satisfaction and loyalty.
- Helps organizations move beyond sampling to capture statistically valid, census-level data – even with large numbers of customers and multiple sites – across your IVR.
- Provides a reliable, scalable system that can work independently or integrate with your existing Verint Workforce Optimization, back-office, contact center, and CRM systems.

Be Alerted to Special Circumstances Automatically

With Verint EFM-IVR, you can define rules to automatically trigger alerts notifying the appropriate people of a particular circumstance requiring immediate attention, such as a customer retention opportunity. Links to actual call recordings can enable you to drill down to specific calls for further analysis. Armed with this information, you can take the appropriate action.

Create Surveys and Reports Easily

With Verint EFM-IVR, it's easy to build a survey – just select a template and add your own questions, or choose from a library of question types. Surveys are presented based on rules that you define, allowing them to be dynamic and relevant to the customer. There's no need limit customers to pushing buttons to respond to questions – you can capture their comments verbatim anywhere in a survey, providing you with direct access to the voice of the customer.

What's more, Verint EFM-IVR includes extensive, real-time reporting capabilities. Reports are easy to create and can be emailed directly from the solution's interface, so you can share results throughout your enterprise. Reports include:

- **Participation Metrics Reports** – Provide overviews and detailed views of response and completion rates, question details, individual and aggregated responses, access to recorded calls, and more.
- **Business Objective Reports** – Summarize effectiveness metrics for agents, supervisors, and managers, helping you identify strong and weak performers.
- **KPI Correlation Matrix** – Correlates and plots internal (company-driven) and external (customer-driven) metrics, illustrating discrepancies between the two to depict areas of strength or weakness.

Verint EFM-IVR – Part of the Verint Customer Analytics Solution

Verint EFM-IVR is part of Verint Systems' patent-protected portfolio of customer analytics solutions. These solutions combine software and services to provide an omnichannel view of customer journeys, identify their drivers and root causes, and facilitate action to enhance customer engagement.

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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