

# Verint Enterprise Feedback Management

Customers and employees are some of the best sources of information to help grow your business. But passively “listening” to them is not enough. To gain the greatest benefit, you need to proactively engage them and use their input to drive enterprise action and accountability.

Verint® Enterprise Feedback Management™ can help you engage your customers and employees to capture, analyze, track, and act on their feedback in a closed-loop process across the organization. Designed specifically for business users, this flexible, scalable solution includes:

- Multichannel surveying for capturing customer input across telephone, email, web, SMS, and mobile channels.
- Multi-modal campaigns for deploying a single survey easily via multiple modes (open participation, email lists, panels, and social media).
- Conditional logic and branching based on campaign type to allow specific interactions by audience.
- Full integration with Verint Workforce Optimization™ organizational hierarchies to facilitate the deployment of surveys and reports.

## Drive Action, Accountability, and an Enhanced Customer Experience

With Verint Enterprise Feedback Management, you can transform customer feedback into Actionable Intelligence® to help enhance customer service, satisfaction, and loyalty by:

- Creating sophisticated, branded surveys and emails using dozens of templates, questions, and themes to help improve response results.
- Centralizing multichannel feedback and case management initiatives on a single, scalable solution.
- Managing satisfaction and loyalty program metrics, such as promoter score.
- Enabling easy survey participation through mobile-optimized surveys.
- Targeting and segmenting customers to gain deeper insight through panels.
- Identifying future trends and operational improvements, aligning customer feedback with journey tracking and analysis.
- Measuring employee feedback to help improve training and retention.

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## Now you can:

- Capture feedback from customers and employees efficiently and proactively across a wide variety of channels, including social media sites.
- Provide a single, enterprise survey and case management solution that can unify feedback from across your organization.
- Manage the frequency and timing of surveys to help eliminate “feedback fatigue” and improve response rates.
- Consolidate response data across surveys, time periods, and individual customers and present a single view of trends.
- Offer a holistic view of your customers’ experiences by combining captured data with information from other solutions within Verint’s portfolio.

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## Create and Manage Surveys

With Verint Enterprise Feedback Management, it's easy to create surveys — just choose from a selection of industry best-practices templates, import questions from Microsoft® Word, or use the solution's flexible editor to build your own. Branching, validation, data piping, quotas, invite cool-down rules, page randomization, and other advanced features can help you gather the data you need while reducing survey fatigue. Better still, you can easily import data from CRM systems and other external sources to help make surveys more contextual and relevant.

You can even collaborate with individual users or organizations to create surveys. A flexible set of permissions can enable you to organize, control, and manage access to surveys and results according to enterprise hierarchy levels, such as locations, departments, and teams.

## Engage at the Right Time Using the Right Channel

Surveys can be deployed, accessed, and retrieved using a range of mobile devices. You can deploy them offline or by using the web app, mobile browser, SMS, or a self-service kiosk — and a single survey can be deployed via multiple modes at the same time, including open participation, email, mobile, and social media.

Mobile surveys render in a device-friendly format, and survey responses can be captured offline and securely synced with the web app when connected — a benefit for conducting surveys at conferences, sporting events, and other venues. Conditional logic and branching based on campaign type can help you deliver personalized survey experiences. Invitation controls and panel management capabilities make it easy to select segmented survey participants to help obtain more in-depth answers and higher response rates.

## Apply Results to Drive Actions and Insights

Having captured data, you can turn it into actionable results using real-time dashboards, analytics, and reporting. You can easily aggregate and track data across all surveys, different types of surveys, and various time periods in a single view. You can even track data by individual customer. This insight can help you unify disparate approaches, systems, and survey processes to facilitate targeted, informed business decisions. And you can automatically export survey data via a scheduled file export process, so that it can be imported into external systems.

Verint Enterprise Feedback Management can open cases automatically based on survey responses, enabling quick action to help resolve customer issues, enhance loyalty, maximize productivity, and identify service problems along the customer journey. The solution can trigger alerts based on selected criteria, such as low promoter scores, and assign, prioritize, and monitor cases automatically. This can help you ensure timely responses and balanced workloads, diagnose issues, collaboratively plan a best course of action, and communicate with customers throughout the process.

## Receive Guidance from World-Class Consultants

Verint offers a range of Professional Services to help you get the most from your investment, including Business Advisory Services, Implementation and Enablement Services, and Managed Services. Regardless of the services you select, you can be confident that our experienced teams offer practical knowledge and are committed to your success.

## The Customer Engagement Company™

### Americas

[info@verint.com](mailto:info@verint.com)

1-800-4VERINT

### Europe, Middle East & Africa

[info.emea@verint.com](mailto:info.emea@verint.com)

+44(0) 1932 839500

### Asia Pacific

[info.apac@verint.com](mailto:info.apac@verint.com)

+ (852) 2797 5678



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