

# Verint Mobile Enterprise Feedback Management

Your customers are mobile—and with mobile device adoption rates climbing steadily, your organization can gain an immediate, convenient, and engaging way to capture customer feedback. Are you taking advantage of this opportunity to capture the voice of your customers?

Verint® Mobile Enterprise Feedback Management™ (Mobile EFM) solutions offer an immediate, convenient, and engaging way to collect customer feedback at the point of experience. You can reach the right customers, at the right time, through their preferred channels.

Whether online or offline, or via Web, email or SMS, Verint Mobile EFM solutions help put the voice of your customers in the palm of your hand. They can deliver insights quickly, offering you the opportunity to cultivate highly satisfied, loyal customers by:

- Gaining richer insight from your customer's preferred channels, at any time, worldwide.
- Obtaining “in the moment” feedback at the point of experience, such as a service call, retail store purchase, or visit to bank
- Identifying and acting on issues, monitoring the progress of surveys and respondents, and sharing up-to-the-minute insight with stakeholders from your mobile device to optimize operations and customer satisfaction.
- Achieving high response and completion rates.



With Verint Mobile Enterprise Feedback Management solutions, you can increase response rates and build cross-channel relationships by capturing and tracking customer feedback online, offline, or through SMS.



## Key Benefits

- Helps you capture customer feedback anytime, anywhere by easily deploying mobile surveys offline or online using the Web, mobile browser, or SMS, in device-friendly formats, on a range of mobile devices.
- Collects feedback from mobile offline surveys and securely syncs with the Web app when connected, enabling you to conduct surveys at conferences, sporting events, and more.
- Helps you instantly connect with and engage your customers with SMS by sending/receiving single survey questions, bulk messages, alerts, reminders, and short codes and keywords to trigger surveys.

## Optimize Surveys for Mobile Devices

Verint Mobile EFM offers apps to help you collect feedback and view results. The mobile offline survey app enables feedback collection at conferences, retail stores, hospitals, sports venues, or anywhere with unreliable connectivity. You can collect feedback right on the spot – even if you are offline, then sync later to the Web app for a complete view of the customer.

After uploading results, you can use the Verint Mobile EFM reporting app to:

- Gain fingertip access to real-time status information and detailed campaign statistics.
- Remotely monitor survey projects and make informed, data-driven decisions.
- View information-rich reports and relevant insight, optimized for mobile devices.
- Share up-to-the-minute project information with stakeholders.
- Protect data using password, role, and workgroup security features.

## Increase Response Rates with SMS

With Verint Mobile EFM solutions, you can send and receive SMS messages in over 190 countries on any handset, in any language, helping you connect quickly with your hardest-to-reach customers, partners, and employees. You can:

- Send brief, single messages or upload bulk messages to help increase response rates.
- Engage your audience, including panel members, in real time, on location.
- Send real-time SMS alerts or online survey reminders to help improve customer communications.
- Use local short codes and keywords to invite customers to take a survey, helping to increase rates response rates while reducing costs.
- Centrally manage SMS campaigns to increase response rates while complying with regulations and best practices.

## Mobile Enterprise Feedback Management – Part of Verint's Customer Analytics Solution

Mobile Enterprise Feedback Management is part of Verint Systems' patent-protected portfolio of Customer Analytics solutions. These solutions help organizations capture the voice of the customer and employee across different channels of interaction, interpret them in the context of business objectives, and then act to drive enhanced customer experiences, loyalty, and revenue.

## Receive Guidance 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®

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