

# OpenText™ Qfiniti Survey

Link immediate Voice of Customer survey results to agent interactions for improved quality management and evaluation

Service-oriented companies spend tremendous amounts of time and money to find, win, and retain their customers. But these valuable relationships can be put at risk every time a customer interacts with the contact center. To deliver high satisfaction scores, customer relationships must be nurtured while balancing the need to improve the quality of agent performance.

OpenText Qfiniti Survey makes it possible for contact centers to hear directly from a customer immediately after an agent interaction, and then automatically link both the customer satisfaction score and the agent evaluation score to the recorded call, email, or chat.

## Benefit from the first IVR-based, post-call survey platform

Qfiniti Survey is the industry's first interactive voice response (IVR)-based, post-call survey platform for the enterprise contact center. It integrates with automatic call distributors (ACDs) and gives callers the option of taking a survey immediately after speaking with an agent. A fully automated solution, Qfiniti Survey records both the agent/customer interaction and the subsequent customer input, and then links those recordings to the evaluation process. In this way, Qfiniti Survey establishes a direct and powerful link between the performance of your contact center and the level of customer satisfaction that drives your business.

## Easily deploy flexible survey options

When a customer calls your contact center, the ACD routes to Qfiniti Survey and the caller is offered the survey option. If the caller accepts, Qfiniti Survey waits for the agent to finish, then automatically presents the caller with pre-recorded survey questions. This can also be integrated with voice recognition capabilities.

## PRODUCT HIGHLIGHTS

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- *Makes customer questionnaires easy to configure, adjust, and manage*
- *Displays results associated with agents, agent groups, computer telephony integration (CTI), and other data*
- *Allows customer input to be linked to virtually any variable within the contact center*
- *Sends immediate alerts of a poor customer experience via questions with threshold events that, when triggered, launch "save the customer" actions, such as an email or pager alert or a transfer to a customer advocate*
- *Provides analysis capabilities through established reports or customized reporting via standard open database connectivity (ODBC) exporting options*

Recording At...	Survey Type	First Name	Last Name	Survey Date	Survey Name	Mode	Status
Yes		Dane	Russel	2017-06-19 17:15:01.000	Sales Survey (W) (Version:11)	Outbound Web	Survey Incom
Yes		Dane	Russel	2017-06-16 13:28:54.000	Sales Survey (W) (Version:11)	Outbound Web	Survey Compl
Yes		Scott	Applegate	2017-01-31 00:02:38.000	Billing Survey (W) (Version:16)	Outbound Web	Survey Compl
Yes		Jon	Henry	2017-01-30 23:49:13.000	Sales Survey (V) (Version:19)	Outbound Voice	Survey Compl
Yes		Justin	Smith	2017-01-30 23:45:29.000	Sales Survey (V) (Version:19)	Outbound Voice	Survey Compl
Title		Evaluation Date					
Active Voice and Screens 00:02:05							
Yes		Grant	Dario	2017-01-30 23:22:39.000	Sales Survey (V) (Version:19)	Outbound Voice	Survey Compl
Yes		Jon	Henry	2017-01-30 23:17:35.000	Sales Survey (V) (Version:19)	Outbound Voice	Survey Compl
Yes		Grant	Dario	2017-01-30 23:03:12.000	Sales Survey (V) (Version:19)	Outbound Voice	Survey Compl
Yes		Dane	Russel	2017-01-30 22:42:20.000	Sales Survey (V) (Version:19)	Outbound Voice	Survey Compl
Yes		Scott	Applegate	2017-01-30 22:24:20.000	Billing Survey (W) (Version:16)	Outbound Web	Survey Compl

**Qfiniti Survey automatically links completed surveys for agents directly to related voice and screen recordings, in addition to showing any associated evaluation scorecards.**

Flexible deployment options make it possible to:

- Run surveys behind the scenes so that the agent does not know which customers will be surveyed
- Manage surveys not directly associated with agents or the contact center, such as incentive surveys
- Integrate seamlessly with legacy systems and with the entire OpenText™ Qfiniti product suite
- Run independently, not requiring a recording solution to already be in place

### Provide enterprise-level reporting

View Qfiniti Survey results by agent or group, by chronological segmentation, or by other variables. The solution automatically and continually gathers customer survey data and instantly tabulates this information for reporting to management after each survey.

### Simplify survey administration

Administrators can quickly create customized reports to meet specific business needs. A flexible architecture simplifies management of quality-related activities, and remote management capabilities allow administrators to create, review, and print reports from any networked location.

### Improve calibration and correlation

Unlike traditional customer survey techniques—such as outbound calls, email, and mailed questionnaires—which typically take place hours or days after the pertinent customer/agent conversation, Qfiniti integrates surveys with customer recordings, analytics, and evaluations in a single user interface. Qfiniti Survey improves survey calibration and correlation by:

- Recording customer input just seconds after the completion of a customer/agent interaction
- Establishing a direct correlation between agent performance and customer attitude
- Shifting important quality questions directly to the customer, allowing evaluators to spend less time asking and analyzing subjective questions

### Rely on support for traditional methodologies

Qfiniti Survey supports the following methodologies:

- **Skip patterns**  
Tailor questions to the customer’s input while offering an automated post-call survey solution to support traditional survey methodologies, such as skip patterns. This enables specific customer responses to branch to more appropriate questions, providing more in-depth analysis opportunities.
- **Voice comment analysis**  
Customers can also record voice comments during a survey session to discuss their specific likes or dislikes, providing detail that may have been impossible to capture during a standard survey. Comments are available for intelligent, automated analysis by a speech analytics system, such as OpenText™ Explore (for more information, please refer to the OpenText Explore solution overview).

### Gain a complete Voice of Customer (VoC) strategy

Qfiniti Survey integrates with OpenText Explore to link contact center surveys to voice recordings and other customer feedback from across the enterprise, delivering the most comprehensive voice of the customer solution available.

Qfiniti Survey leverages advanced mathematical techniques, statistical analysis, and unsurpassed pattern-matching technology to extract meaning and sentiment from every customer interaction. Most importantly, it understands “unstructured” formats, such as webpage content, social media, phone call recordings, and video and verbatim survey responses.

### Deploy through an open platform

The Qfiniti Survey open architecture platform employs industry-standard components, such as Microsoft® Windows® 2008, Dialogic® or AudioCodes voice processing cards, and Microsoft® SQL Server 2008 or 2012.

### OpenText Qfiniti Survey benefits



#### For the customer

- Address the customer demand for efficiency through optimized processes: “Don’t waste my time!”
- Reduce average handle time
- Improve first call resolution
- Reduce customer effort



#### For the agent

- Uncover fixes to broken processes and opportunities to streamline bottlenecks by analyzing customer behavior insights
- Improve agent productivity through optimized processes



#### For the company

- Satisfy customers—who are then less likely to abandon shopping carts and are more receptive to cross-sell and up-sell opportunities
- Foster loyal customers—who are often your most profitable customers
- Realize the rewards of customer satisfaction—research shows that customer-centric organizations enjoy higher stock valuations over time

### OpenText WFO software portfolio

INTERACTION RECORDING	DESKTOP CONTROL	PERFORMANCE MANAGEMENT	DESKTOP ANALYTICS	CUSTOMER SURVEYS	ANALYTICAL SCORING	WORKFORCE MANAGEMENT	ONLINE TRAINING	VOC ANALYTICS
Multichannel capture PCI DSS compliant	Muting and masking Metadata attach	Quality monitoring Evaluation planning	Application monitoring Real-time guidance	Multichannel surveys Integrated and actionable	Automated scoring Speech-enabled	Scheduling and forecasting Mobile engagement	Integrated e-learning SCORM compliant	Multichannel connectors Centralized VoC
<b>OpenText™ Qfiniti Observe</b>	<b>OpenText™ Qfiniti ICE</b>	<b>OpenText™ Qfiniti Advise</b>	<b>OpenText™ Qfiniti Optimize</b>	<b>OpenText™ Qfiniti Survey</b>	<b>OpenText™ Qfiniti AutoScore</b>	<b>OpenText™ Qfiniti Workforce</b>	<b>OpenText™ Qfiniti Expert</b>	<b>OpenText™ Explore Analytics</b>
<b>OpenText™ Explore</b> Voice of Customer (VoC)—Multichannel analytics								
<b>Qfiniti On-premises</b> Modular WFO suite					<b>Qfiniti Managed Services</b> Managed and Cloud Services			

Setting a new benchmark for workforce optimization, the OpenText WFO software portfolio includes the full suite of OpenText Qfiniti products, engineered to operate seamlessly together. They can be deployed as a single, comprehensive solution or as individual, standalone products to solve your most urgent contact center

management needs. OpenText™ Explore delivers Voice of Customer, speech, and multichannel analytics; and OpenText™ Qfiniti Managed Services provides the entire Qfiniti portfolio on a managed, high density server system.

[opentext.com/qfiniti](http://opentext.com/qfiniti)

[www.opentext.com/contact](http://www.opentext.com/contact)