Survey for Aptean Respond

Gather Insights with Intelligent, Context-Sensitive Surveys

Customer feedback is critical for measuring the success of your customer service operation and closing the loop in your case management process. Surveys can reveal where your organization is falling short in the eyes of the customer, enabling targeted business improvements and building loyalty by showing the customer that their opinion matters.

But for complaints management teams, traditional survey tools have some major limitations. Response rates are often low – due in part to generic questions that fail to address customers' specific experiences – and when responses *are* received, the siloing of survey data from the complaints management system makes it difficult to understand or make use of the feedback.

Aptean Respond's Survey module addresses these challenges by embedding the customer feedback process within your case management platform, enabling your organization to create case-specific customer surveys and then examine the responses within the context of the case data.

With Respond Survey, you can:

- **Increase response rates –** Context-sensitive surveys and mobile-first design increase customer engagement and boost response rates.
- **Gather actionable feedback –** Since each survey is linked to a Respond case, survey results can be examined within the context of the case, helping to reveal what is driving the feedback and enabling direct follow-up.
- **Monitor and analyze survey data –** User-friendly dashboards give you the insights you need to understand the feedback received for different case types, case handlers, and time periods.
- **Improve accuracy and efficiency –** Working within a single platform minimizes human error and time wasted transferring data across separate survey and case management systems.
- **Close the loop –** Finalize a case by ensuring the customer is happy with how their complaint has been handled and that no outstanding queries remain unanswered.
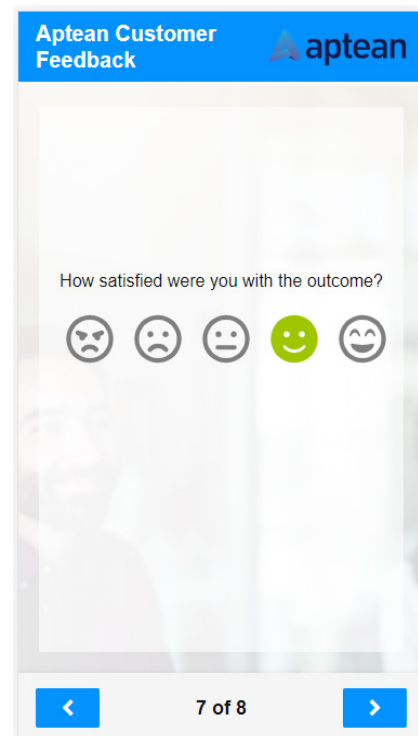
Responsive, mobile-friendly design means customers can easily complete your surveys from their mobile device

- **Context-sensitive configuration –** Use Respond Configuration Manager to create surveys with context-sensitive questions that reflect the recipient's case type, and gather actionable feedback about their customer service experience during the journey.

- **Engaging survey design –** Survey's clean, mobile-first design is fully responsive, so customers can easily complete your surveys from their mobile device. Flexible configuration options for response types such as ratings, single or multi-select responses, and free text response fields allow you to create an interactive experience that keeps your customers engaged. Easily add your branding and color scheme to create a professional, on-brand look and feel.

- **Interactive dashboards –** Gather actionable insights with role-specific dashboards that amalgamate survey responses with case data. Team leaders can use their dashboards to see how their teams are performing in the eyes of the customer, filtering to examine results for specific time periods, case types, case handlers, or survey questions, and pinpointing areas for improvement. Case handlers can leverage their own dashboards to understand what customers think of their performance and to prioritize their work by identifying and responding to the most negative feedback.

- **Automated analysis for free-text responses –** Free-text responses provide more nuanced feedback than multiple-choice questions, but are time-consuming to review in large quantities. Survey drives efficiency by automatically analyzing free-text responses for sentiment, flagging responses that show strongly positive or negative sentiment so a human can prioritize them for in-depth review.
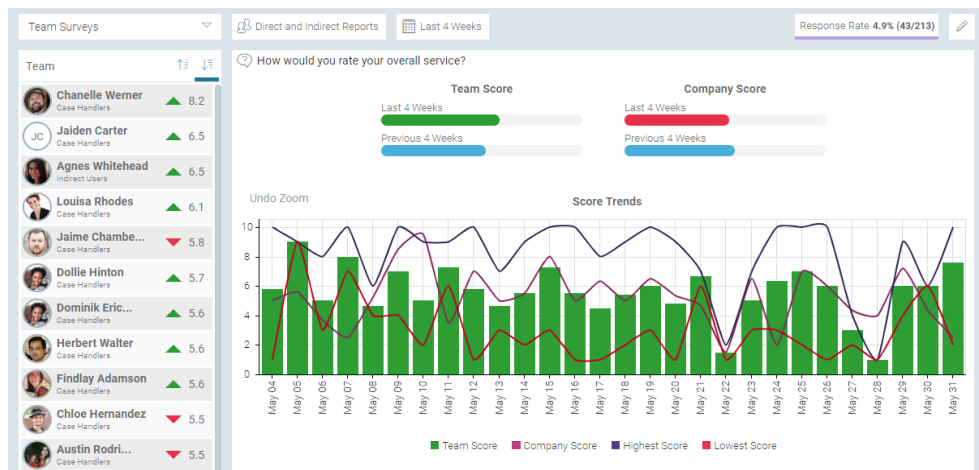
Team leader dashboard displaying case handlers' survey scores over time

For more information on Survey for Aptean Respond, contact your account manager or email us at **info@aptean.com**.

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