



Genesys Survey Solution

Create a competitive advantage by learning from your customers – what you are doing well and what you can improve

Listening to Customers

In today's competitive business climate, companies are seeking advantages to attract new customers as well as secure the loyalty of existing customers. By conducting customer surveys, a company can understand the needs and drivers of its customers better. The collected data can be analyzed to gain clear, accurate, actionable insight into better ways to attract - and retain - the most valuable customers.

Listen Better with Genesys Survey Solution

This packaged self-service application is specifically for voice and web interactions so that a survey can be seamlessly offered right after web chat or email customer interactions. Companies can capture direct feedback from callers regarding their opinions of products and services to assess customer satisfaction levels. It offers surveys to inbound, outbound, scheduled call back, and web customers.

The surveys can be designed, tested, and published through a configurable web-user interface. Genesys Survey Solution allows rapid duplication, modification, and adaptation of both IVR and web surveys to meet changing business requirements.

Improve the Intelligence Gathered with Contact Attributes

Genesys Survey Solution gives you the intelligence to create a competitive edge to attract new customers. It blends customer opinions with facts about contact center interactions and generates actionable reports. The Survey Designer feature incorporates questions that capture information about customer identity, the reason they called, the organizational touch points that were involved, the length of hold times, and other important attributes of the contact. This valuable information is crucial to develop actionable views of customer interactions and to drive positive changes across the enterprise.

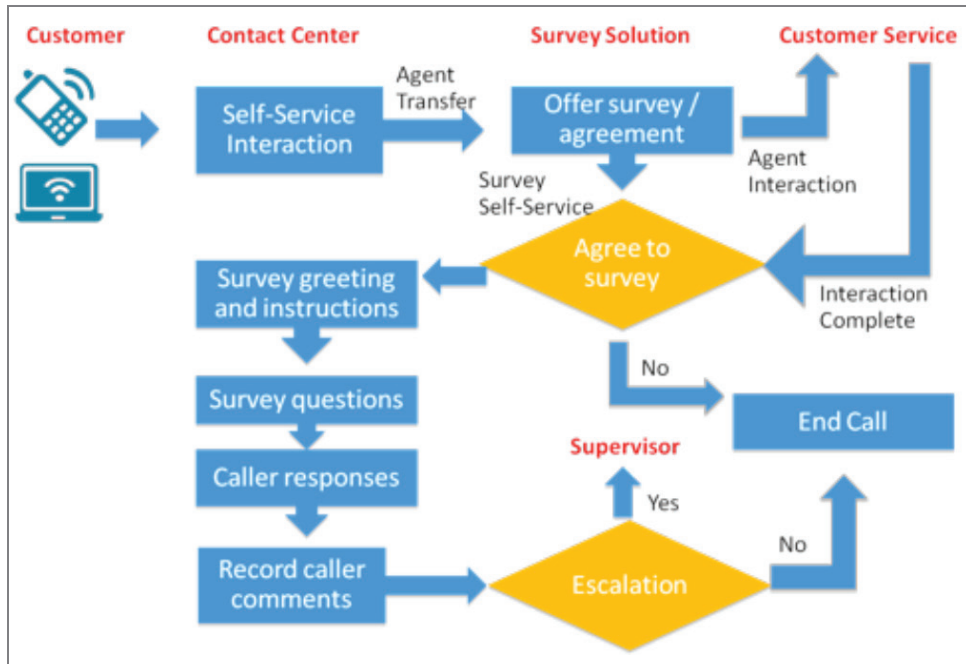
The Genesys Survey Solution increases the value of your Genesys Customer Experience Platform by bolstering customer retention and loyalty that can lead to greater profitability. You can meet your survey needs without in-house survey development or third-party integration work and expense.

BENEFITS

- Modify surveys quickly in response to business intelligence priorities
- Proactively identifies improvement opportunities in processes, people, and technology
- Monitors customer service representatives' relationships with customers
- Can be deployed in days not months

"We're very happy with the Genesys Survey Solution – it's great to have the flexibility to make change easily and get almost real-time insight into how customers are feeling. We're hoping to keep rolling it out to additional products."

Denise Ambrosio, Director, Voice of the Customer, First Data, a leading payment processing firm



Technical Specifications

- Current Version: GSS v3.2
- Operating Systems: MS Windows Server 2003 / 2008, and Red Hat Enterprise 4 or higher
- Web Application Server: Apache Tomcat v6 or v7 and WebSphere v6
- Browsers: Internet Explorer v6+, Chrome, Firefox, Safari, Opera
- Voice Platform: Genesys Voice Platform v7.5 or higher (TDM or VoIP)
- Nuance Speech Engine: OSR v3.X (ASR) or higher
- Nuance Text to Speech Engine: RealSpeak v4.X (TTS) or higher
- Genesys CTI: CIM Platform v7.2 or higher
- Supported Languages: English
- Database Support: MySQL 5.1.x, Oracle 11g and 12c, MS SQLServer 2005 and MS SQLServer 2008, JVM: v1.7 or higher

Other Features

- Mobile and tablet-friendly
- Customer satisfaction metrics via built-in reports that can be sorted or filtered by business attributes and exported into Excel
- Sample survey template for quick customization and implementation
- Corporate style sheets that allow branding of web surveys
- Secure user login and access

KEY FEATURES

- Single interface for multiple surveys for both IVR and web
- Browser-based survey design and reporting environment
- Configurable number of survey questions and responses
- CTI and web integration
- Support for Speech and DTMF, recorded prompts and TTS
- Workflow rules to configure survey order and disposition
- Free-form configurable duration recording of customer voice commentary for IVR surveys and free-form text commentary for web surveys
- Agent Feedback Loop desktop widget that provides customer satisfaction level with that specific agent in real-time

About Genesys

Genesys, the world's #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, we have put the customer at the center of all we do, and we passionately believe that great customer engagement drives great business outcomes. Genesys is trusted by over 4,700 customers in 120 countries, to orchestrate over 24 billion contact center interactions per year in the cloud and on premises.

Visit us at www.genesys.com or call us at +1.888.436.3797



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