

# eGain Survey

An eGain Professional Services Solution

Would you like to fine-tune your service efforts? There is nothing quite like real-time feedback from your customers. Set up web surveys to find out what your customers think of you.

## Benefits

- ▶ Connect with your most valuable customers
- ▶ Fine tune service operations
- ▶ Improve service quality
- ▶ Increase customer satisfaction
- ▶ Maximize customer retention

eGain Survey helps contact centers, ecommerce sites, and customer portals connect with their customers in a vital and immediate way by eliciting feedback at various points of contact. Developed by eGain's Professional Services team as an optional module for the eGain Service suite of customer service software, eGain Survey is a simple tool for gauging customer satisfaction. It will enable you to measure and improve the quality of service across all your interaction channels, thereby maximizing customer retention.

Sample feedback form and workflows

## How it works

Designed to help innovative, customer-centric organizations adapt to customer needs and preferences, the eGain Survey module includes the following web-based survey components.

- ▶ **Survey Initiation Workflow** to select customers for the survey. You can tailor the workflow to fit any criterion. It can initiate surveys randomly, or based on customer value, interaction type, and demographics.
- ▶ **Feedback Form** that is presented to the selected customers to collect their responses. Created with industry-standard JSP technology, the form can be easily customized to match the rest of your website.
- ▶ **Feedback Manager Workflow** to process the form. It manages and tracks all submissions, updating

customer records and generating alarms and notifications for further action. This workflow can be set up to route the response according to customer value, notify agents and supervisors, and generate customer satisfaction scores for individual agents. Managers can act quickly on customer concerns and maintain high standards of customer care.

Companies who currently use eGain Survey find that the module improves customer retention by gauging customer satisfaction in real time. Most of all, it gives them the ability to effectively target their most valuable customers.

## Package details

The package includes one day of installation and training. &

## Specifications

- ▶ For eGain Service, releases 6 & 7
- ▶ Works with all supported platforms, service packs, and databases
- ▶ Requires no additional software