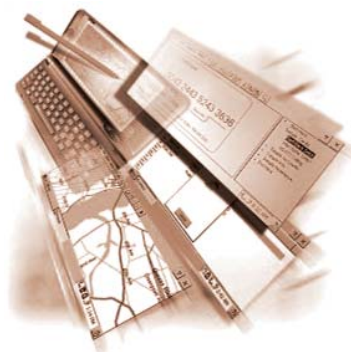


# eGain® Survey™

Fine-tune your service efforts with real-time feedback from your customers



## Benefits

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

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.

**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. Part of 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.

## How it works

Designed to help innovative, customer-centric organizations adapt to customer needs and preferences, eGain Survey 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

The screenshot displays a web-based survey form titled 'SURVEY'. The form includes a 'Thank you' message and four questions:
 

- How long have you been our service? (Options: Less than a month, One to three months)
- Please rate your satisfaction. (Options: Satisfied, Unsatisfied, Extremely Unsatisfied)
- Compared to available alternatives, how do you rate our service? (Options: Much Better, About the Same, Much Worse)
- Would you recommend our Service? (Options: Absolutely, Likely, Unlikely, Absolutely Not)

 A workflow diagram is overlaid on the form, showing a path from 'Start' through 'New Customer Feedback', 'Customer Feedback', 'Branch 1', and 'Disqualified Customer' to 'I had requested...'. A 'Reply' window is open, showing a 'From' field with 'eGain Survey Team' and a 'Subject' field with 'Re: common password'. A URL is provided: <http://eservivn/Survey/NiceForm.asp?activity=1401>. A signature block reads: 'It was a pleasure helping you. We hope you were satisfied with the quality of our service. To ensure better quality in the future, we request you to take a few minutes to complete this survey form located at:'. The signature is 'Doug', from the 'Customer Service Department'. An 'Additional Comment' field contains: 'It has been a pleasure dealing with your customer service organization. I find that the people are knowledgeable and are able to respond to my queries correctly and in a short time. As a suggestion, I would like to see more information related to your products and services on the web site.'

Sample feedback form and workflows

supervisors, and generate customer satisfaction scores for individual agents. Managers can act quickly on customer concerns and maintain high standards of customer care.

eGain Survey improves customer retention by helping you gauge customer satisfaction in real time. Most of all, it gives you the ability to effectively interact with and listen to your most valuable customers.