



# ASK ME

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## AUTOMATED CALLER SURVEYS



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## ASK ME - PROVIDING ACTIONABLE DATA TO FACILITATE CHANGE

**The ultimate solution for telephone surveys and customer feedback, significantly reduces any transaction costs associated with conducting telephone surveys, while at the same time providing a consistent and accurate record of customer responses.**

**Your customers are demanding more from you. Better service, lower costs, quicker responses. Your competitors are eager to provide what they want at your expense.**

**Companies can't grow without a positive and consistent customer experience. Those that don't evolve will ultimately fail.**

Ask Me is designed to create engagement, capture customer insight, help you determine your Net Promoter Score (NPS) and CSAT targets and provide the actionable data to facilitate change.

- ◆ Identify problems before they become crisis'
- ◆ Ensure you meet customer needs
- ◆ Reveal new opportunities
- ◆ Protect your revenues and unlock innovation



### **BENEFITS:**

- ◆ Reduce customer survey costs by up to 95%
- ◆ Increase staff productivity through refining skills and knowledge based on customer feedback
- ◆ Improve products and services in line with customer feedback
- ◆ Improve profitability and customer retention, by taking corrective actions based on accurate feedback
- ◆ Add to internal agent scoring to provide a complete assessment of agent performance

## HOW IT WORKS

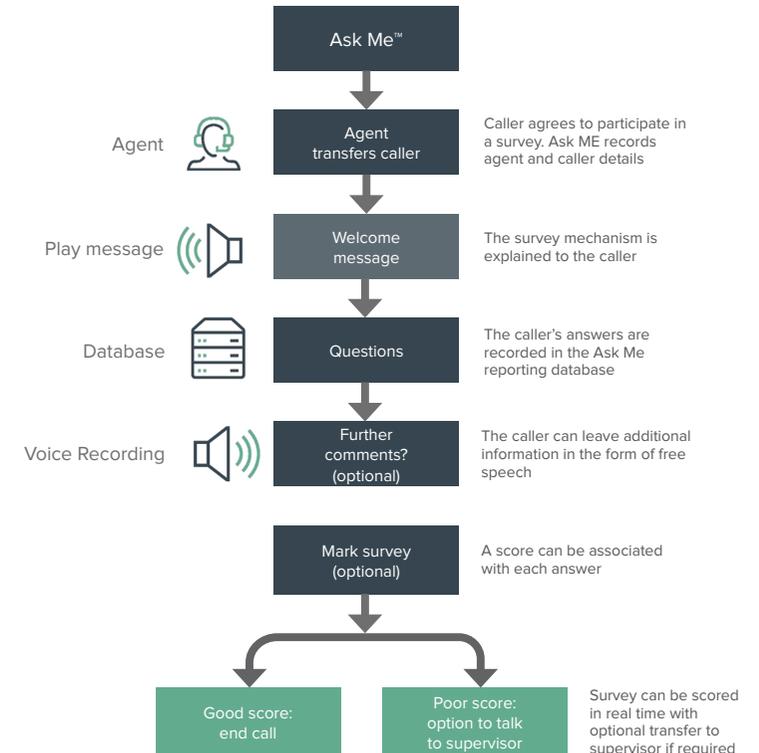
- ◆ A fully automated survey tool for capturing customer feedback and market research information at a fraction of the cost of using traditional techniques
- ◆ An automated service, is more likely to obtain accurate and honest responses to questions regarding products and customer satisfaction.
- ◆ Always available, allowing feedback to be left 24/7
- ◆ Help improve customer retention levels by providing valuable market feedback, allowing problem areas to be highlighted
- ◆ Provides contact centres with the ability to measure and refine their agent skills and knowledge on an ongoing basis, based on customer feedback
- ◆ Completely scalable, from a few calls per day to many thousands of calls per day

## TAILORED TO YOUR NEEDS

The following options can be configured within the Ask Me application:

- ◆ The type and number of questions that the caller is asked can be selected
- ◆ Can support three types of responses: tones from the telephone keypad, simple verbal responses (e.g. yes/no) and complex verbal responses
- ◆ A transcription interface is available for documenting feedback from “free form” questions
- ◆ Alerts can be sent via SMS or email if survey scores fall below specified criteria
- ◆ Can be configured to manually collect agent and caller details if automatic integration isn't an option.
- ◆ Conditional branching supported, allowing the answer to one question to determine the next question asked
- ◆ Survey results can be scheduled and automatically emailed to distribution lists
- ◆ Customer participation in a survey can be blind or agent driven
- ◆ Ask Me can work with other Me modules, such as ID Me or Alert Me, to further improve customer service levels and increase agent productivity and effectiveness

## THE ASK ME CALL FLOW PROCESS



# MEETING REQUIREMENTS

## CONTACT OUR EXCEPTIONAL TEAM

Every one of our applications is designed around your needs. Be it a notification system for when a call is close to collapse, a self-service function that increases security and reduces hassle or innovative analytics for informed change.

We create packaged applications that are quick and easy to deploy, delivering immediate benefits to your business.



**Customer-focused**  
Improve retention levels



**Accessible**  
24/7, 365



**Automated**  
Accurate responses



**Scalable**  
On-demand services

## GET IN TOUCH



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