



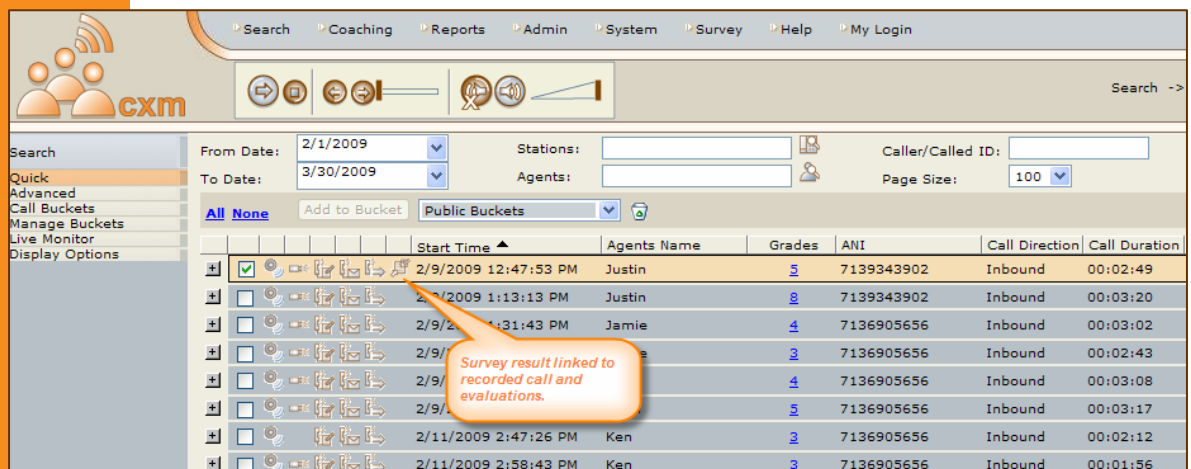
## 4myFeedback customer satisfaction surveys

*Do company procedures and policies result in a satisfied customer?*

The **CXM** suite integrates **4myFeedback** **customer satisfaction survey** responses to the recording and performance evaluation capabilities to help you determine if the company procedures being followed by agents are resulting in a satisfied customer. Supervisor evaluations of agent performance confirm if agents are following the appropriate procedures. Customer surveys tell you if your established company procedures result in satisfied customers.

### 4myFEEDBACK

Gain insight into the customer experience and use what you learn from your customers to improve service levels. The **4myFEEDBACK** module from Co-nexus, Inc. adds actual customer satisfaction survey results to the recorded customer interaction that preceded the survey. This critical feedback from your customers allows your team to make informed decisions and tailor call center strategies to improve customer satisfaction rates. Customer survey results can be compared to supervisor evaluations to ensure that appropriate agent performance levels are attained.



|                                     | Start Time           | Agents Name | Grades | ANI        | Call Direction | Call Duration |
|-------------------------------------|----------------------|-------------|--------|------------|----------------|---------------|
| <input checked="" type="checkbox"/> | 2/9/2009 12:47:53 PM | Justin      | 5      | 7139343902 | Inbound        | 00:02:49      |
| <input type="checkbox"/>            | 2/9/2009 1:13:13 PM  | Justin      | 8      | 7139343902 | Inbound        | 00:03:20      |
| <input type="checkbox"/>            | 2/9/2009 1:31:43 PM  | Jamie       | 4      | 7136905656 | Inbound        | 00:03:02      |
| <input type="checkbox"/>            | 2/9/2009 1:31:43 PM  | Jamie       | 4      | 7136905656 | Inbound        | 00:02:43      |
| <input type="checkbox"/>            | 2/9/2009 1:31:43 PM  | Jamie       | 4      | 7136905656 | Inbound        | 00:03:08      |
| <input type="checkbox"/>            | 2/9/2009 1:31:43 PM  | Jamie       | 5      | 7136905656 | Inbound        | 00:03:17      |
| <input type="checkbox"/>            | 2/11/2009 2:47:26 PM | Ken         | 3      | 7136905656 | Inbound        | 00:02:12      |
| <input type="checkbox"/>            | 2/11/2009 2:58:43 PM | Ken         | 3      | 7136905656 | Inbound        | 00:01:56      |

Above: Customer Satisfaction Survey results are linked to the recorded call and evaluations on the CXM quick search page for quick access and review.

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## 4myFEEDBACK

The **CXM** Survey module can be integrated as key piece of the comprehensive **CXM** Recording and Quality Monitoring system or as a stand alone unit. Callers are directed to the **CXM** Survey module where they are presented with pre-recorded survey questions. Powerful, speech recognition technology is included to interpret the caller's verbal response.

From the **CXM** interface you can easily create customized customer surveys. There is no limit to the number of survey campaigns being conducted. Reports are then generated to detail the survey results. **4myFEEDBACK** links the survey results to the preceding recording of the caller-agent conversation. **CXM** One Click technology takes the linking one step further by attaching the recorded agent screen activity and supervisor evaluations of the call to the survey result. This gives you a clear picture of the entire customer experience along with the actual customers' level of satisfaction with their experience.

### CXM Customer Satisfaction Survey Features and Specifications include:

- Access to the *Survey* tab within the CXM application
- Integrated with other CXM modules or stand alone system
- T1 connectivity to any communication platform
- Up to 48 simultaneous survey sessions
- Survey results can be linked to preceding CXM recorded call (may require CTI)
- Unlimited number of survey campaigns
- Caller automatically routed to CXM Survey module via PBX programming
- Agent transfer of caller to CXM Survey module
- DNIS to CXM survey module (if supported by PBX)
- Callers respond verbally to survey questions
- Speech recognition technology included
- Survey participants can leave a detailed recorded message
- CXM web browser interface to create surveys
- Data stored in SQL Server
- Windows OS
- On line help
- One year warranty
- Co-nexus Technical Support

*Some features are PBX specific and may not be available for your communication platform.*

## Co-nexus, Inc.

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