



OpEx

Hosted Telephony Services

**In - Network
Telecom Services**

IVR Customer Satisfaction Survey

Providing an intelligent hosted satisfaction survey service

Working in the Network

The OPEX hosted IVR Satisfaction Survey service combines the best features of traditional IVR-based satisfaction surveys with a multitude of additional benefits by virtue of the fact that it is a hosted service:

Pay As You Go - To get a top-of-the range IVR solution to run customer satisfaction surveys with all of the features required by businesses today is a significant investment in capital equipment. OPEX hosted satisfaction surveys incorporate all the best features of a sophisticated system without the need for any capital outlay. You simply pay for what you use.

Script and Go - Setting up a good IVR based survey takes some planning. It's not just a well-designed script that's required, but also considerations about the impact of the survey responses on available lines and on hardware resources in general. The OPEX IVR Satisfaction Survey offers you assistance in script design and planning, or you can simply use your own script. Once the script and expected deliverables have been agreed, OPEX handles the rest with no impact on your resources. You just get the data and reports when you need them.

Intelligent score-based routing - Sometimes it is essential to take immediate action based on the result of a certain question or series of questions. An OPEX Hosted IVR Satisfaction Survey enables intelligent decision-making based on outcomes. This may be intercepting or contacting a very dissatisfied customer, or quickly identifying a rogue agent who is having a negative influence on customers' responses. Email attachments of voice responses can also be routed in this manner.

MIS on Tap - Because the OPEX Service is a hosted service, it means that Management Information can easily be accessed by means of a Web Interface connecting into our secure portal. You get the information you need as you need it – and if you want, you can download it to your PC for further analysis.

Combine Verbal and Data responses - Sometimes a "scored" response ("Press 1 for Good ... etc") is insufficient to get a satisfactory response from a customer. Sometimes they need to be allowed to leave a verbal response or comment. Around 5% of respondents given the option of providing a verbal response will do so.

Advanced features - Some IVR systems used for satisfaction surveys are limited in their functionality, and that translates into a satisfaction survey that is a compromise. The OPEX Hosted Satisfaction Survey service has a wealth of advanced features, like silence recognition, which improve the customer's experience during the survey.

Reporting - Collecting data is of course meaningless unless you can get easy access to it. You need to be able to use the data to make practical business decisions. As a hosted service, reports can be delivered on a scheduled or predefined basis or can be run ad-hoc by anyone with access to the secure portal. This can simply be call statistics and conversion rates, or more sophisticated reports.

Flexibility - The OPEX service enables the alteration of scripts on the fly providing the flexibility to respond in real-time to a campaign's needs – a real value add for your call centre operations.

Testimonial

"OPEX provided us with a quick and flexible way of implementing a top-class customer satisfaction survey. We were delighted with the service."

Paul Miller, Prolog, Contact Centre Director

If you want to find out more about this product, contact salesmanager@opexhosting.com or call 020 8326 8326.



In - Network Telecom Services

OPEX Hosting Technology

Dedicated to supplying next generation hosted telephony solutions

Key Applications

Working in the Network

- **Call Recording**

Secure call recording of all landline and mobile communications.

- Dispute Resolution
- Agent Quality Monitoring

- **Predictive Dialling**

OFCOM compliant dialling platform, boosting 'talk time' to 75% or more.

- **Dynamic Call Routing**

Automatically re-route calls when the situation demands it.

- Overload Capacity
- ACD Functions
- Disaster Recovery

- **Dynamic CLI Presentation**

Present a specific number to all callers so that return calls are handled by the right people.

- **IVR Self-Service**

Facilitate overflow services to speed up customer handling and assist in workload handling.

- Overflow Services
- Disaster Recovery
- Customer Satisfaction Surveys
- Credit Card Payments / Data Capture

- **Mobile to Mobile Call Recording**

Record the mobile phones of field and home workers.

- **Controller Workstation Capture**

Provide a post-event audit of all actions and situation interactions.

Visit us at www.opexhosting.co.uk

020 8326 8326
Call for a demonstration

