



The Solution

C-Centric Real-Time Survey System enables organization to incorporate automated and tightly targeted customer surveys across phone, web, e-mail and SMS. Customers' profiles can also be matched instantly that makes survey become personalized and dynamic. The survey results saved in centralized database, which will then generate reports presented in dashboard for 360 degree of data analysis.

Benefits

The system helps organization determine drivers of overall satisfaction, customer preferences with respect to new products and services, and customers' intention to remain loyal. Hence ensure the use of customer knowledge in promoting decision-making and enterprise modeling.

MEASURE YOUR CUSTOMER FEEDBACK IN REAL TIME



Optimize contact center & business performance through customer intelligence

DiGi with its contact center in Malaysia consists of more than 200 agents operate 24 x 7. The company is challenged to increase customer satisfaction and retention by reaching out to its customers through collection and analysis of real-time customer feedback.

ITApps' Real Time Survey System turns DiGi's survey execution from a manual, single-channel one to an automated multi-channel system. Not only the survey execution becomes easy, DiGi retrieves survey results from centralized database to understand customer attitudes and preferences on product and services offerings.

" I am pleased to be able to measure my departmental Customer Services Index (CSI) that could help me to identify areas of opportunities and room for improvement."

- Head of Marketing
DiGi Telecommunications Sdn Bhd



Develop and Maintain a Customer-Centric Culture

Dell as the world's leading computer systems company, it designs, build and customize products and services to satisfy a range of customer requirements. To achieve the goal to elevate agent performance of its contact center in Malaysia with 300 hotlines, it selected ITApps' Real-Time Survey System. It is an extension of the interactive voice response (IVR) solution deployed in previous stage.

The solution gives Dell the power to manage agents based upon customer perceptions and outcomes. Rather than manage agents based on "internal metrics" like call handle time, the company can focus on customer centric "external metrics" like first call resolution rates. It will have instant access to customer driven, real-time, objective, quantified metrics down to the service agent level. Reports instantly prioritize areas of opportunity, whether they are driven by agent performance, service processes or products themselves. Not only is this more profitable for business, it naturally develops a healthier work environment for agents and supervisors.



Contact Us, we'll show how it can work for you.
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