OpenText™ Qfiniti Survey

Deploy multichannel customer surveys based on speech analytics and interaction metadata and connect results to corresponding customer interactions

OpenText Qfiniti Survey makes it possible for contact centers to hear directly from a customer after an agent interaction and automatically link both the customer satisfaction score and the agent evaluation score to the recorded call, email, or chat.

Benefit From the Industry's First IVR-Based, Post-Call Survey Platform

The OpenText WFO Software team pioneered outbound surveys in 1999 and Qfiniti Survey was the industry's first interactive voice response (IVR)-based, post-call survey platform for the enterprise contact center. It integrates with automatic call distributors (ACDs) and gives callers the option of taking a survey immediately after speaking with an agent. A fully automated solution, Qfiniti Survey records both the agent/customer interaction and the subsequent customer input, and then links those recordings to the evaluation process. In this way, Qfiniti Survey establishes a direct and powerful link between the performance of your contact center and the level of customer satisfaction that drives your business.

Trigger Surveys from Interaction Analytics

Gone are the days of loading lists and managing customer interaction data into a manual survey application. Qfiniti Survey leverages smart campaigns to drive surveys from analytics: after completion of a single, step-by-step set-up process, survey invites are automatically deployed one at a time, per interaction outcome criteria, with simultaneous control of both phone and web surveys using the same application. Qfiniti Survey invitations can be automatically triggered by criteria such as the type of call, call duration, and/or agent location.

In the example shown below, OpenText™ Explore speech analytics is used to automatically trigger voice and web surveys for

any **support call**

…where **sentiment is negative**,

…**emotion is high**,

…and the word **cancellation is mentioned**.

PRODUCT HIGHLIGHTS

- *Provides a cost-effective Voice of the Customer (VoC) deployment of on-premises-based inbound voice surveys and cloud-based outbound voice and web surveys*

- *Makes direct customer surveys easy to configure by offering unified template-based survey creation with question branching, integrated NPS® question type, and customizable brand attributes*

- *Triggers surveys based on customer channel preferences and supports adaptive display for web and mobile-rendered surveys*

- *Automates delivery of smart campaigns—real-time, multichannel surveys with robust campaign controls*

- *Leverages the OpenText™ Explore analytics platform for indirect analysis and cross-tabulation of survey results against speech, text and other inferred data sources*

- *Links survey responses to the corresponding customer interaction and associated metadata*

- *Alerts customer experience and contact center leaders in real-time, based on question and scoring thresholds*
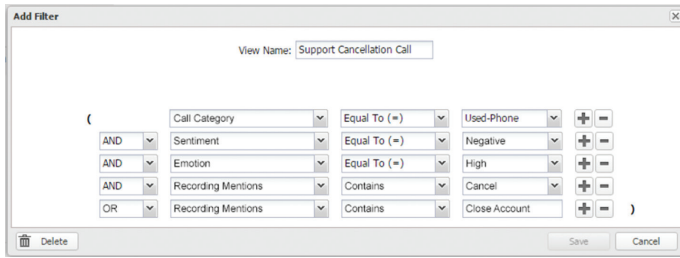
Qfiniti Survey provides easy-to-configure controls to automate the deployment of customer surveys based on user-defined criteria.

Ease of set-up, powerful configuration options, and automatic deployment bring unprecedented levels of control to the collection of direct customer feedback for the enterprise contact center. Channel options for optimizing desktop, tablet and mobile device survey rendering, including automatic device detection and adaptive display, ensure ease of use for your customers—and higher response rates!

Deploy Cloud-Based Outbound Surveys Automatically

Innovation for our Voice of the Customer survey platform continues with the most powerful outbound survey deployment options in the industry. Outbound surveys for both phone and email are configured in the Qfiniti platform and are purchased based on an invitation-credit system designed to meet your organization's VoC needs.

Easily Deploy Flexible Inbound Surveys

Inbound surveys start when a customer calls your contact center, the ACD then routes to the Qfiniti Survey module, and the caller is offered the survey option. If the caller accepts, Qfiniti Survey waits for the agent to finish, then automatically presents the caller with pre-recorded survey questions. This can also be integrated with voice recognition capabilities.

Flexible deployment options make it possible to:

- Run surveys behind the scenes so that the agent does not know which customers will be surveyed

- Manage surveys not directly associated with agents or the contact center, such as incentive surveys

- Integrate seamlessly with legacy systems and with the entire OpenText™ Qfiniti product suite

- Run independently, not requiring a recording solution to already be in place

Coach to the Complete Interaction

OpenText™ Qfiniti Observe, our interaction recording and multi-channel capture solution, integrates all inbound and outbound surveys with customer recordings, analytics, and evaluations in a single user interface. Quality assurance and agent coaching also benefit from having voice and web survey responses linked directly to corresponding interaction recordings in OpenText™ Qfiniti Advise for coaching and e-learning.

Qfiniti Survey improves survey calibration and correlation by:

- Recording direct customer input from responses just seconds after the completion of a customer/agent interaction and attaching outbound survey results immediately after submission

- Establishing a direct correlation between agent performance and customer attitude

- Shifting important quality questions directly to the customer for response, allowing evaluators to spend less time asking and analyzing subjective questions.

Simplify Survey Administration

Qfiniti Survey facilitates survey administration in a simple to use interface that is controlled by you, not your VoC vendor. In addition to the powerful, unified template controls, robust do-not-call management ensures compliance with anti-spam and Do Not Contact (DNC) regulations by making it easy to add phone numbers and email addresses to the DNC list. Simplified administration controls also eliminate duplicate survey invitations and reduce customer survey fatigue with built-in frequency management. A flexible architecture streamlines management of quality-related activities, and remote management capabilities allow administrators to create, review, and print reports from any networked location. Other advanced features include:

- **Cloud-based delivery and management:** Qfiniti Survey allows you to deploy outbound voice and web surveys without the effort, expense, and risk of maintaining a public-facing web survey presence or expanding dedicated telephony infrastructure.

- **Unified template control:** Control all voice and web question controls for a single question on one screen, then add the question to a library of questions that can be used on multiple surveys.

- **Integrated NPS® question type:** Ensuring integrated compliance to NetPromoter® branding, question and scoring standards, the Qfiniti Survey user interface makes it easy to include the reactions of promoters and detractors in your surveys.

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- **Robust question branching and jumping:** Multi-branching allows follow-up questions to all possible answers or combinations of answers that respondents may provide.
- **Brand layout control:** Qfiniti Survey facilitates adherence to company branding standards by providing controls for adding a linked or static logo to the survey templates; the WYSIWYG layout controls for survey templates and email invitations make it easy to customize background color, font color and font-type in HTML format.
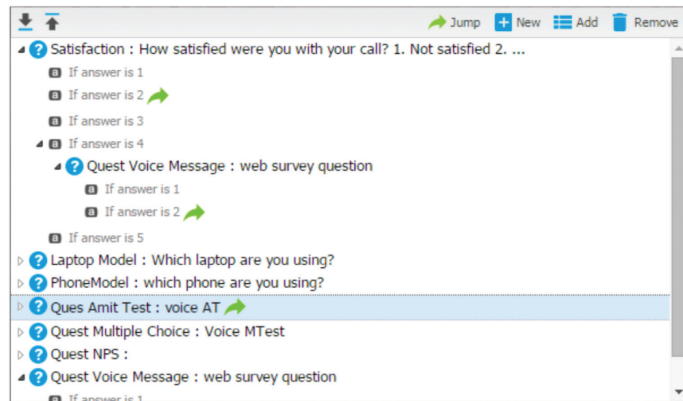
Qfiniti Survey provides robust question branching and jumping functionality when creating customer surveys.

Discover and Report Cross-Channel Voice of the Customer Insights

Through extensive integration with OpenText Explore, our Voice of the Customer and speech analytics solution, managers and analysts can use survey results to uncover actionable insights into customer expectations and behaviors. Powerful Explore analysis capabilities can automatically assign any user-defined recording classification to survey results. (For more information, please refer to the OpenText Explore solution overview.)

In addition to the analysis of text-based responses, highly accurate analysis of recorded voice responses provides greater insight into specific customer likes, dislikes and sentiment than other survey methods might uncover.

Administrators can quickly create customized reports to meet specific business needs, enabling Qfiniti Survey results to be viewed by agent or group, chronological segmentation, or other variables. The solution automatically and continually gathers customer survey data and instantly tabulates this information for reporting to management after each survey.

Deploy Through an Open Platform

The Qfiniti Survey open architecture platform employs industry-standard components, such as Microsoft® Windows® 2008 or 2012, Dialogic® or AudioCodes voice processing cards, and Microsoft® SQL Server® 2012 or 2014.

Implement a Complete Voice of the Customer Strategy

With Qfiniti and Explore integration, Qfiniti Survey provides powerful Voice of the Customer collection and analytics capabilities that complete data collection methods used across the broader enterprise. OpenText enables a truly holistic, 360-degree VoC approach by collecting and analyzing customer feedback in three ways:

- **Ask** – Qfiniti Survey collects direct inbound and outbound responses in the form of customer satisfaction surveys
- **Listen** – Explore captures indirect customer feedback through advanced speech analytics
- **Connect** – OpenText™ Qfiniti ICE enriches the content of customer interactions by automatically assigning metadata points from CRM and CTI to identify inferred feedback from every customer interaction
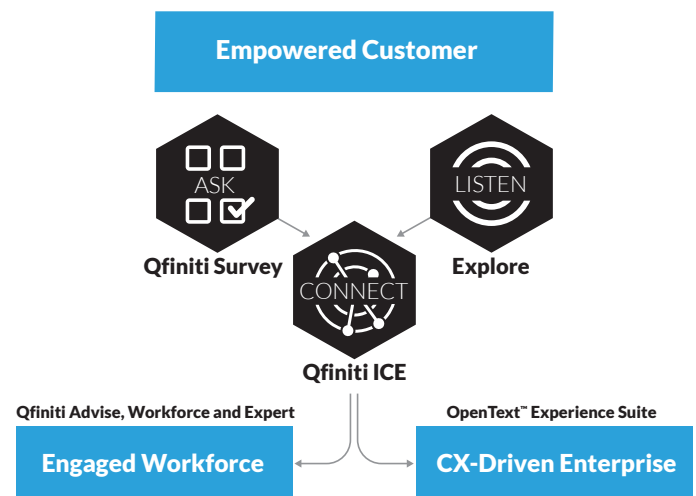
By connecting the dots from all three feedback types, this holistic VoC solution rewards not only the customer but the employee and the business as well:
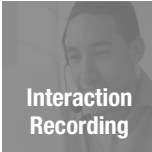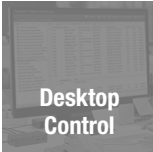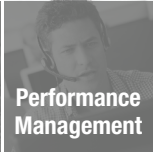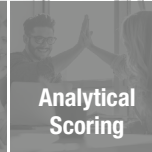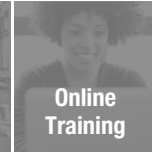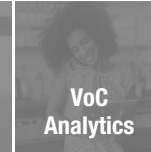
The customer appreciates:
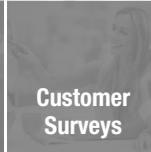
- Experiencing reduced survey fatigue through smart campaigns
- Providing contextual feedback from each interaction within the complete inferred picture
- Receiving surveys delivered through preferred channels

The workforce benefits from:

- Customer behavior insights – when analyzed across every customer touch point – that reveal fixes to broken processes and opportunities to streamline bottlenecks
- Streamlined coaching and e-learning because survey responses are linked directly to recorded interactions

The enterprise thrives on:

- Direct and comprehensive customer feedback provided by rich Voice of the Customer insights into expectations, behaviors and opinions
- Higher stock valuations over time according to research when compared to laggards which are less customer-focused

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Interaction Recording	Desktop Control	Performance Management	Desktop Analytics	Customer Surveys	Analytical Scoring	Workforce Management	Online Training	VoC Analytics
Multichannel Capture	Muting and Masking	Quality Monitoring	Application Monitoring	Multichannel Surveys	Automated Scoring	Scheduling and Forecasting	Integrated e-Learning	Multichannel Connectors
PCI DSS Compliant	Metadata Attach	Evaluation Planning	Real-Time Guidance	Inbound and Outbound VoC	Speech Enabled	Mobile Engagement	SCORM Compliant	Centralized VoC
Qfiniti Observe	**Qfiniti** ICE	**Qfiniti** Advise	**Qfiniti** Optimize	**Qfiniti** Survey	**Qfiniti** AutoScore	**Qfiniti** Workforce	**Qfiniti** Expert	**Qfiniti** Analytics

OpenText™ Explore
Voice of the Customer and Multichannel Analytics

OpenText™ Qfiniti (On-Premises)
Modular WFO Suite

OpenText™ Qfiniti Managed Services
Managed and Cloud WFO Services

Setting a new benchmark for workforce optimization, the OpenText WFO Software portfolio includes the full suite of OpenText Qfiniti products, engineered to operate seamlessly together. They can be deployed as a single, comprehensive solution or as individual, standalone products to solve your most urgent contact center management needs. OpenText Explore delivers Voice of Customer, speech and multichannel analytics; and the entire Qfiniti portfolio is custom configured in on-premises, cloud, or hybrid cloud deployments through OpenText™ Qfiniti Managed Services. Visit **opentext.com/qfiniti** to learn more.

www.opentext.com/contact