



Survey: Capture Actionable Customer Feedback

Improve business and agent performance

8x8 Survey is a cloud-based survey tool that delivers in-depth feedback with analytics and next best action capabilities to drive actionable insights with minimal effort. It provides detailed insight into the customer experience to enable the business to improve performance through specific and quantified interaction details for more prescriptive coaching and collaboration with agents.

Obtain detailed insights from the customer

Gain a comprehensive understanding of the customer experience to clearly identify strengths and opportunities.

Amplify coaching efforts

Easily craft detailed coaching plans based on completed survey data specific to an individual agent or a group of agents.

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Seventy-eight percent (78%) of consumers have abandoned a transaction because of poor service.

– American Express

Key benefits:

- 1. Listen to the voice of the customer** and use it to improve customer experience, satisfaction, and retention metrics
- 2. Recognize and reward agents** who receive positive customer feedback
- 3. Increase response rates** by providing surveys to customers in their preferred channel
- 4. Visualize data effortlessly** with an interactive survey results dashboard

Holistically improve customer and agent experience

Gather unbiased feedback from customers, immediately following an interaction.

Retain “whole picture” context with customer feedback by associating it with the corresponding agent and interaction.

Design a survey experience optimized to business objectives and the customer’s channel of choice.

Eliminate misinterpretation by funneling feedback directly from the customer to the agent.

Proactively identify patterns in agent behaviors and share dashboards with them for coaching and training sessions.