



Customer Satisfaction Survey

Overview

The Customer Satisfaction Survey is an in- and outbound IVR solution facilitating customer satisfaction surveys and polls. The outbound service is fully solicited by sending the call recipient an SMS, confirming if the caller is willing to participate in the survey or not. The solution can be hosted either on an HP Open Call Media Platform or an IBM Websphere Voice Response system.

To activate a survey, the system manager can upload a delimited file with destination numbers. Once the survey is launch, each of the numbers will receive a text message confirming whether the caller will be interested in partaking in a survey. Should the respondent reply, their number is added to the outbound database and will be called back accordingly. Should the respondent not reply, their number is marked as not willing to participate in the survey. When the IVR calls the participant, the IVR can verify that the time suits the respondent, or if the call should be rescheduled in an hour, a few hours or the next day. Should the participant reschedule, the call is terminated and the outbound call is initiated on the determined time and day.

The IVR application can make use of Text-To-Speech (natural sounding fully synthesized speech) or pre-recorded audio. The application is development by the manager via a browser based interface and launched, hence the IVR application and voice can be amended without technical intervention.

Features and Advantages

- All calls to subscribers or clients are solicited and expected.
- Idle ports on the IVR are utilized.
- Campaigns can be scheduled according to respondent availability.
- Fully manageable via browser based interface.
- Destination numbers are easily uploaded and managed.
- Browser based interface for IVR application development and launch for non-technical users.
- Easy deployment and fast user education and empowerment.

Technical Requirements

- **Hardware**
 - HP Proliant DL380 G5 or Compatible, or IBM pSeries Power5 or Power6 Server
 - Telephony Cards according to IVR specification
- **Software**
 - Redhat Linux ES 4, or AIX 5.3 or later
 - HP Open Call Media Platform 3.3 or IBM Websphere Voice Response 4.2
 - IBM Websphere Application Server, or Apache Tomcat or Apache Geronimo
 - CSG SMS Gateway (*Included*)

The screenshot shows a web browser window with the URL 'C.a.T.S. (Pty) Ltd.: Computer Assisted Telephony Systems'. The page title is 'Create Survey'. The form contains the following fields and options:

- Name:
- Description:
- Start Date:
- End Date:
- Start Time:
- End Time:
- The Survey to be generated is an
 - Inbound
 - Outbound
 - In- and Outbound
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