

Discover Surveys

Capture the Voice of the Customer

Discover the value of customer insight

Your customers have significant amounts of untapped knowledge into your business. They know why they buy your products and services. They have opinions on what you do well or not so well. With inContact Discover Surveys, you can engage customers to obtain insight that provides the necessary context to make improvements.

At the core, Discover Surveys allow you to better understand your customers; a significant advantage in today's highly competitive market.

inContact Discover Surveys is a perfect tool for feedback management because it complements existing call monitoring and seamlessly integrates with the Discover WFO Suite. From measuring the likelihood that your customers will refer you to friends and colleagues, to gauging customer and employee satisfaction, data collection and analysis is straightforward and simple. inContact Discover Surveys enable you to gather information that can be used to help resolve issues, reduce costs, streamline processes and enhance sales.

Discover Surveys enables you to create multiple, custom surveys using a web-based survey builder. Based on your needs, your surveys can contain a static set of questions, or can use advanced skip logic for a more interactive experience. You design the surveys to match the needs of your business and the customer experience you want to analyze.

Key benefits:

- Gain insight into your customers' preferences and motivations
- Identify new business opportunities and potential threats
- Improve customer interactions by ensuring alignment between your quality management program and customer expectations

Key Features

- Use the reporting system to access granular analyses of survey results for everything from sections within a survey to specific questions
- View survey results in real-time through our Web-based reporting engine
- Filter results by date range, agent, ANI (Caller ID) and many other criteria
- Permission-based access, ensuring privacy of data
- Calibrate internal quality assessment measurements against customer satisfaction by easily tying survey data to individual recordings