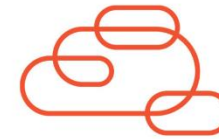# Survey Dynamix

SURVEYDYNAMIX.COM
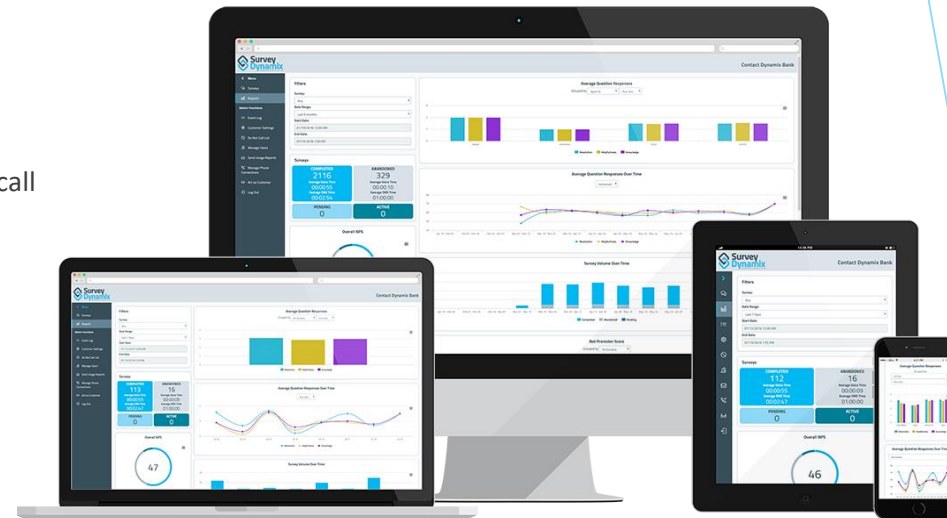
PureCloud

Real-time actionable customer insights

Survey Dynamix

- Surveys via email/web, SMS, Inbound and Outbound Voice (IVR)

- Support for 120+ languages through a single survey

- Seamless integration with Genesys PureCloud

  - Automatically survey customers after they had email, web chat or voice conversations with a PureCloud agent

  - Check previous survey results on return call to offer differentiated call routing

  - Integration real-time reporting dashboard

  - Sidebar reporting widgets

  - Instant PureCloud chat notifications alerting to important feedback

- Full featured API:

  - Adding survey interactions

  - Retrieving survey results

- Dynamic survey flow and triggers/actions functionality

  - Instantly notify users of customer feedback requiring attention via webhook, email, PureCloud chat notifications, etc

- Beautiful, responsive web interface to access survey results from anywhere, at any time

- Built for the Contact Centre by a team with decades of Contact Centre experience

Genesys PureCloud Integration

▶ Quick and easy setup

  ▶ Click to install from the PureCloud Premium Apps marketplace

  ▶ Single-sign on integrated reporting dashboard within PureCloud

▶ Automatically survey customers after they've interacted with PureCloud via:

  ▶ Outbound callback (Voice IVR)

  ▶ Inbound transfer (Voice IVR)

  ▶ SMS

    ▶ Conversational SMS Survey – back and forth SMS conversation to capture feedback

    ▶ Web SMS Survey – one way SMS with a web survey link

  ▶ Email

  ▶ Web – eg: web survey shown after a web chat

▶ All surveys automatically populated with details of the PureCloud conversation such as Queue, Agent, Wrap Up details, customer data, agent script variables etc

▶ Fetch previous survey feedback via AWS Lambda during call flow to offer differentiated routing experiences

▶ eMite integration available with Survey Dynamix Adaptor for eMite

Survey Conditions and Attributes

- Survey Dynamix can automatically access almost 30 system or derived attributes of a conversation to use as conditions and/or attributes of a survey. Conversation attributes include:
  - Agent
  - Call duration
  - Queue Duration
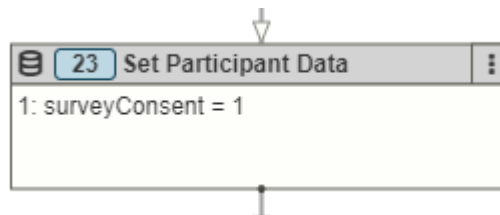 - Queue Name
  - Wrap Up Details
  - External Contact details
- And any other attribute attached through a "Set Participant Data" block in the call flow such as:
  - CustomerName
  - ProductPurchased
  - CustomerValue
  - Customer CRM Reference
  - surveyConsent
  - etc

Survey attributes

▶ Survey Dynamix' ability to use attributes of a PureCloud conversation is an important and powerful feature and is used to:

  ▶ Decide who and how to survey customers eg: "Send an SMS survey to customers who spoke to an agent via the "Service" queue, when the call lasted longer than "2 minutes" and the customer consented to the survey ("SurveyConsent = 1")

  ▶ Aggregate customer feedback by conversation attributes eg: by queue, agent, call duration, queue time, product, customer segment etc

  ▶ In survey prompts, events and triggers to provide dynamic and personalised survey experience eg: "*Hi Tom, how well do you think Melissa handled your service enquiry today*?"

Conditions ▲

Attribute	Operator	Value	
queueName	=	Service	×
surveyConsent	=	1	×
agentInteractionDuration	>	120	×

Add Condition

Number Responses

Grouped By   Agent ID   Mean

No Grouping
Survey Type
Call Type
Agent ID
STATUS
VALUE

agarcia   agent1   ahernandez   alee   anguyen   azhang   ssmin

● Resolution   ● Helpfulness   ● Knowledge

Question Prompt

Hi %CustomerName%, how well do you think %agent_name% handled your [%call_type%==Service_Queue?? service][%call_type%==Support_Queue??support] enquiry today?

Demonstration Videos

▶ https://sdx4.io/pureclouddemo - A demonstration of a Post Call IVR Survey in PureCloud with differentiated routing experience when the customer later calls back. Shows the screen pop of previous survey results as well.

▶ https://sdx4.io/sdxpurecloud - a very detailed 5.5 minute narrated demonstration of Survey Dynamix and Genesys PureCloud showing all the ways surveys can be presented and how some amazing customer experiences can be achieved with the integration.

▶ https://sdx4.io/pcwebchatsurvey - this is a demonstration of a web survey with PureCloud Web Chat

Survey Dynamix Customers

▶ Survey Dynamix is the first choice survey platform for Genesys PureCloud customers world-wide

  ▶ Available through the Genesys AppFoundry as a "Premium App"

  ▶ Customers in Australia, Europe, North America, South America, Africa

▶ Customers include Kiwi.com, HelloFresh, Britam, Pfizer, Blucora and many others

KIWI.COM

▶ Surveys conducted via email, voice, sms (soon)

  ▶ Scheduled automatically after phone, email and web chat conversations

  ▶ Automatically conducted in language of customer including Russian, German, English, Italian, French, Japanese, Polish, Korean, Portuguese

  ▶ Secondary surveys sent via API integration from internal CRM

▶ 350,000+ surveys sent each month

▶ Over 1000+ users

HelloFresh

▶ Surveys conducted via email, sms, web (post web chat), voice (soon)

  ▶ Scheduled automatically after phone, email and web chat conversations

  ▶ Automatically conducted in language of customer including Dutch, German, French, Belgium, English

  ▶ Feedback from customers calling into various contact centres all around the world

▶ 350,000+ surveys sent each month

▶ Over 1750+ users

Powerful Survey Dynamix use cases

- Capture negative customer feedback or feedback containing trigger words like "terrible" and take immediate and automatic action:
  - Notify a person or group of people via:
    - A notification to a channel in Slack
    - A chat notification to users within PureCloud
    - An SMS to a manager
    - An email to a person, group of persons, or an email queue managed by PureCloud
    - Many other options via webhooks or platforms like Zapier.com
  - Create a case in a CRM
  - Schedule an outbound call to the customer using PureCloud's Outbound Campaign capability
- Send SMS notifications with or without an actual question
  - Product updates or notifications – "We released our new product yesterday – would you like to learn more about it?"
  - Customer check up – "We love you as a customer – is there anything we can help you with at the moment?"

More powerful Survey Dynamix use cases!

- Identify and take pro-active action on unfavourable contact centre experiences

  - A customer waits in queue for a long time and abandons before speaking to an agent

    - Send the customer an SMS and apologise – "We are really sorry we missed your call – would you like us to schedule a call back to you?". On "yes" schedule an outbound call in PureCloud with relevant details to inform the outbound agent of the reason for the call back

  - A customer is transferred a large number of times during a single call

    - Send the customer an SMS or Email acknowledging the large number of transfers and asking if they would like to provide some details about what "must have been a frustrating experience"

  - A customer spends a very large amount of time talking with the contact centre

    - Send a personalised survey acknowledging the length of the call and asking if their issue has been adequately resolved etc

- Check on previous customer feedback during each call

  - Acknowledge previous customer feedback in the IVR and route the customer to a VIP queue

  - Ensure not to route the customer to the same agent when previous feedback was negative towards that agent

Hosting and Security

▶ Hosted in Amazon Web Services (AWS) in multiple regions utilising best practise scalability and redundancy configurations

  ▶ AWS London (eu-west-2)

  ▶ AWS Sydney (ap-southeast-2)

  ▶ AWS US East (us-east-1)

▶ Survey Dynamix can be hosted in any AWS region as required by the customer

  ▶ Encryption at rest available in most instances

▶ AWS is a world leader in cloud computing security and is compliant with all customer security needs. For more information about the security that AWS provides visit https://aws.amazon.com/security/

▶ All internet traffic including survey traffic and traffic from 3rd party applications is sent over authenticated and encrypted SSL/TLS connections to ensure that data can only be read by the intended recipients

▶ Our services utilise the Twilio network for the provision of telephony/IVR services. All communication between our web servers and the Twilio services are via secure HTTP and encrypted via TLS. Other third party providers include:

  ▶ Google Speech Services for Speech to text transcriptions of customer voice recordings

    ▶ Speech to text transcription is optional capability

    ▶ All customer feedback recordings stored in AWS S3 buckets (deleted from Twilio after collection)

▶ Our full privacy policy can be found at https://surveydynamix.com/privacy_policy

▶ Our SAAS Terms of Use can be read at: https://surveydynamix.com/terms_of_use