Real-time actionable customer insights

Survey Dynamix
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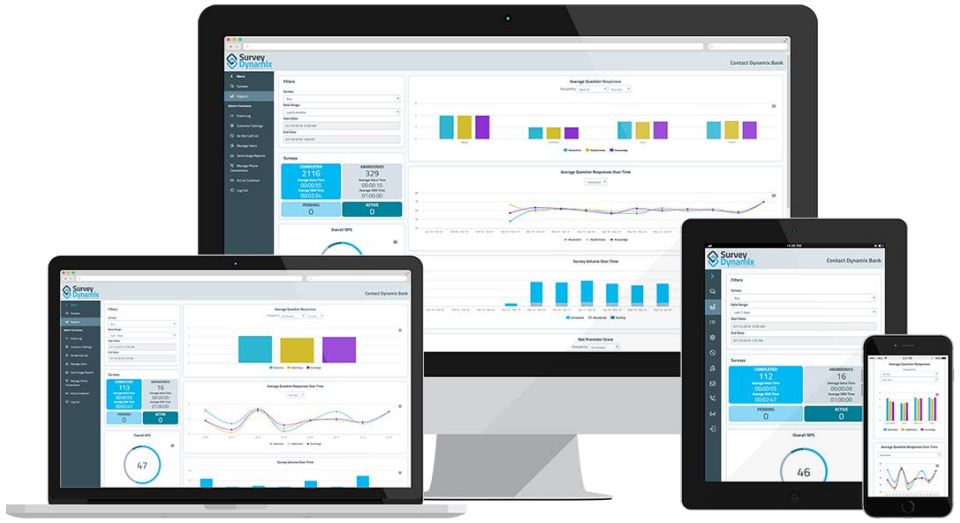
Survey Dynamix

- Fully cloud based – no premise option unless worthwhile opportunity
- Surveys via email/web, SMS, Inbound and Outbound Voice (IVR)
- Easy integration with API:
  - Adding interactions to be surveyed
  - Retrieving survey results
  - Real-time / Historical Reporting
- Dynamic survey flow and triggers/actions functionality
- 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



Hosting and Security

- Our application is managed through Amazon Web Services and is located in the US East (North Virginia) region. 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.
- Any sensitive data such as credit card information and passwords are stored in encrypted formats and we take great care to keep all personal information safe and secure.
- 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.
- Survey Dynamix can change hosting locations or service providers in order to meet individual security and privacy requirements.
- Our full privacy policy can be found at https://surveydynamix.com/privacy_policy

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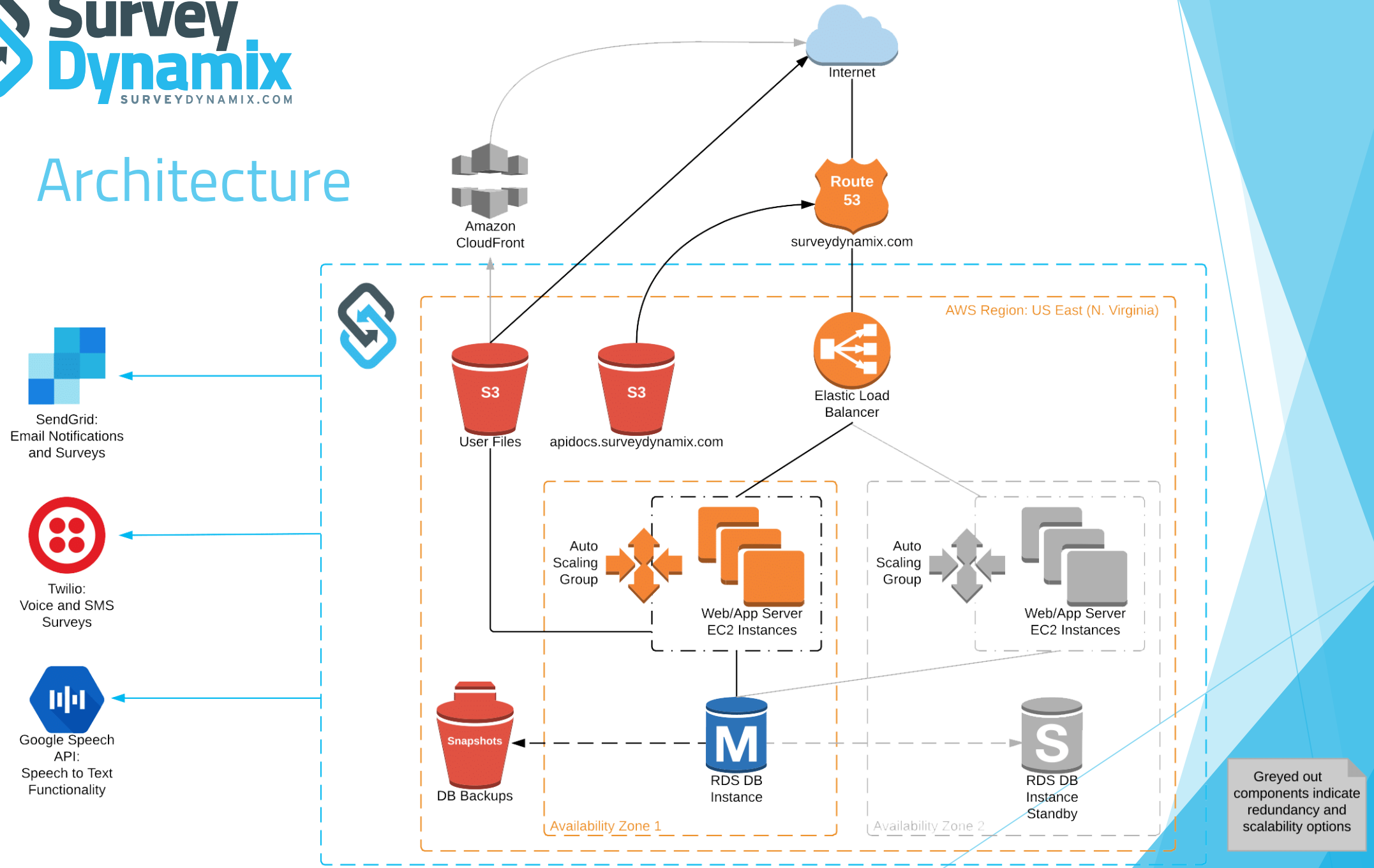
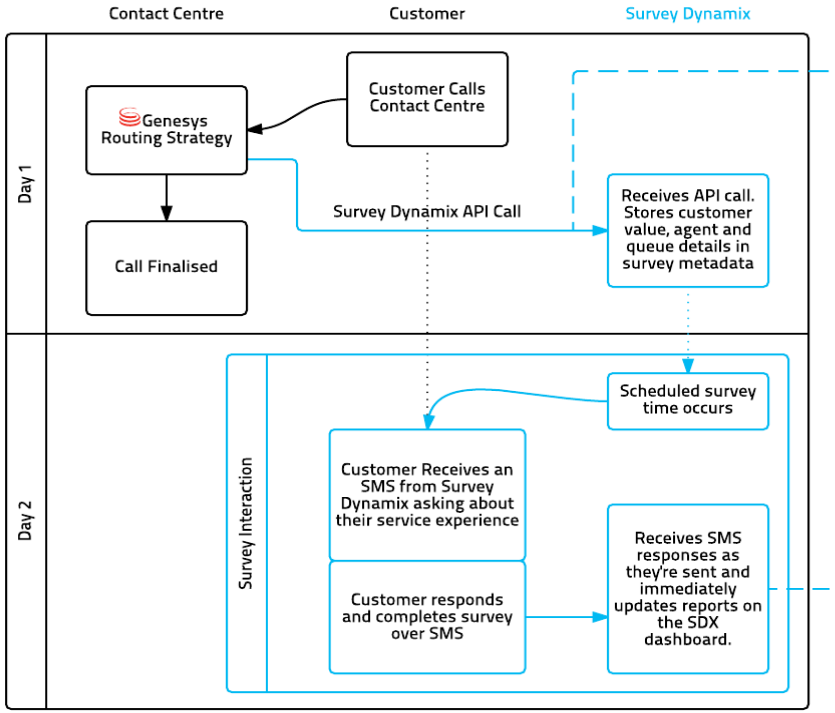
Architecture



Integrations

- Survey Dynamix' API can be used to easily add survey interactions via third party apps. You can also use it to retrieve responses, and even perform surveys through external chat clients.
- We have pre-built integrations via:
  - Genesys Universal Routing Server or Orchestration Server strategies, PureEngage Callflows
  - Genesys PureCloud with conversation history polling and embedded dashboard apps

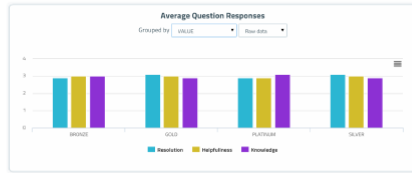
Integration Example - Genesys Contact Centre



Survey Dynamix API Call

Method: POST
URL:
https://www.surveydynamix.com/api/interactions
survey_id: "8635"
auth_token: "WYITeycTkDEhEmn8bkbuRalkHf"
scheduled_at: <current time + 1 days>
phone_number: "+61407333444"
survey_type: "sms"
customer_name: "John Doe"
customer_value: "Gold"
agent_id: BSmith
queue: Service

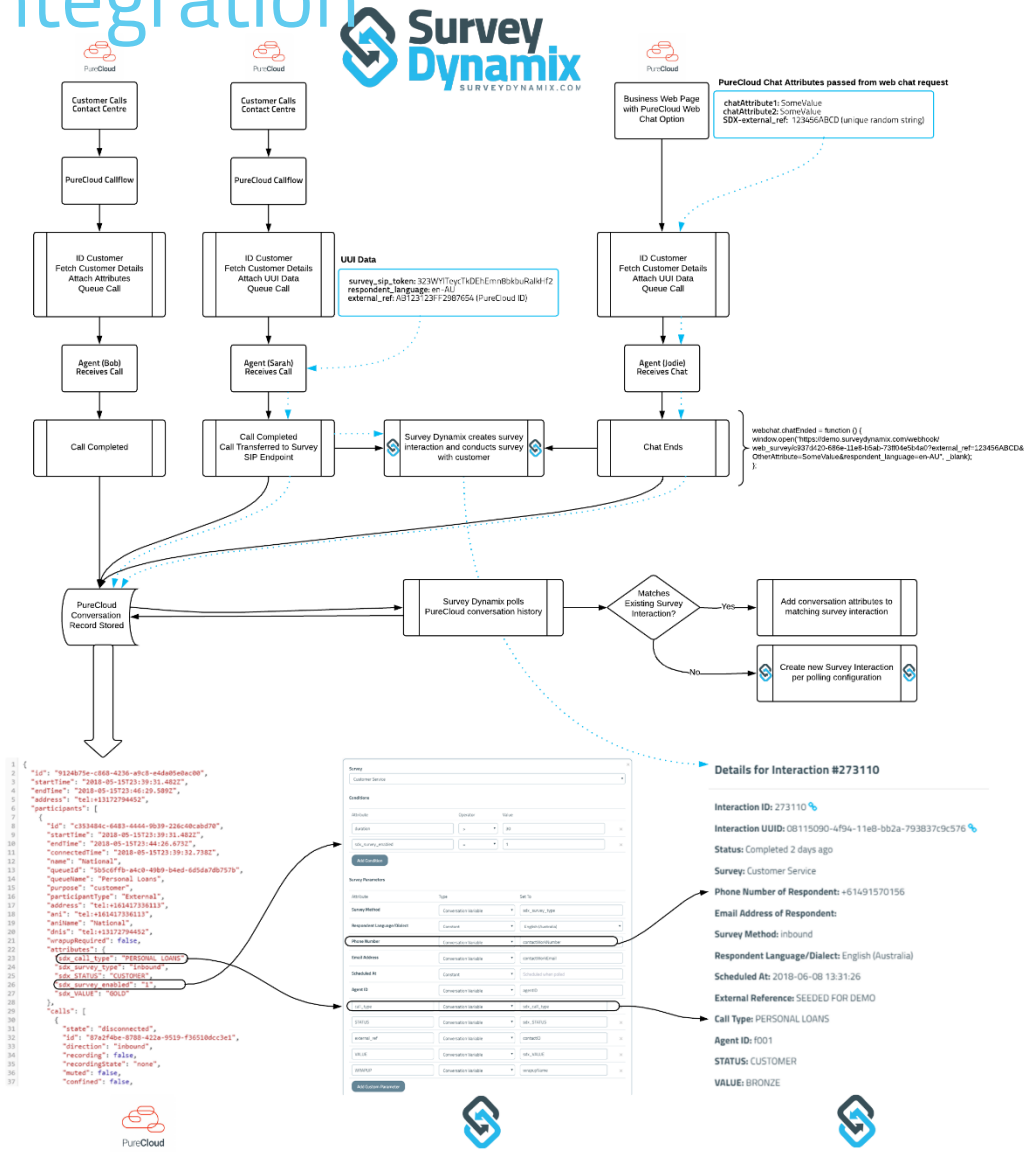
Survey Dynamix Real-time Dashboard



Agent Scores

Rank	Agent ID	Average Question Response
2/5	aboyd	78.1%
3/5	jboyd	59.6%
4/5	ssmith	59.3%
5/5	aromanov	40.6%
Overall Average Question Response:		58.8%

PureCloud Survey Dynamix Integration



PureCloud Conversation History Polling


```
{
  "id": "9124b75e-c868-4236-a9c8-e4da05e0ac00",
  "startTime": "2018-05-15T23:39:31.482Z",
  "endTime": "2018-05-15T23:46:29.589Z",
  "address": "tel:+13172794452",
  "participants": [
    {
      "id": "c353484c-6483-4444-9b39-226c40cabd70",
      "startTime": "2018-05-15T23:39:31.482Z",
      "endTime": "2018-05-15T23:44:26.673Z",
      "connectedTime": "2018-05-15T23:39:32.738Z",
      "name": "National",
      "queueId": "5b5c6ffb-a4c0-49b9-b4ed-6d5da7db757b",
      "queueName": "Personal Loans",
      "purpose": "customer",
      "participantType": "External",
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      "ani": "tel:+161417336113",
      "aniName": "National",
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      "wrapupRequired": false,
      "attributes": {
        "sdx_call_type": "PERSONAL LOANS",
        "sdx_survey_type": "inbound",
        "sdx_STATUS": "CUSTOMER",
        "sdx_survey_enabled": "1",
        "sdx_VALUE": "GOLD"
      },
      "calls": [
        {
          "state": "disconnected",
          "id": "87a2f4be-8788-422a-9519-f36510dcc3e1",
          "direction": "inbound",
          "recording": false,
          "recordingState": "none",
          "muted": false,
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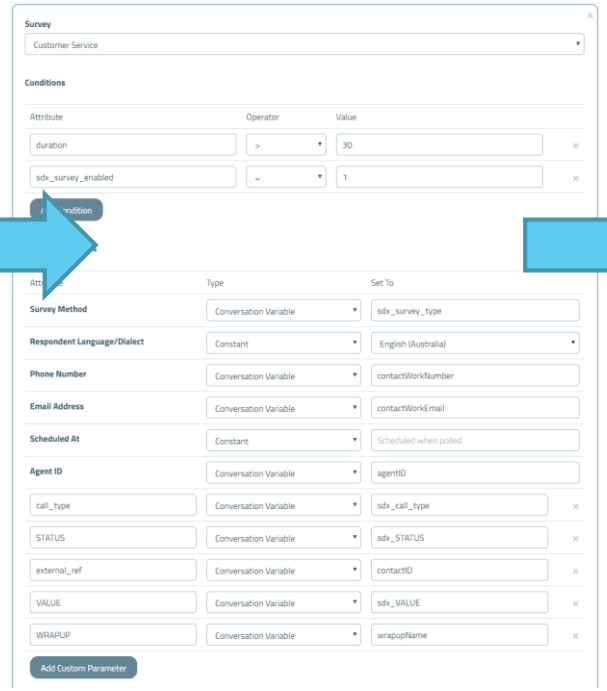

Details for Interaction #273110

Interaction ID: 273110

Interaction UUID: 08115090-4f94-11e8-bb2a-793837c9c576

Status: Completed 2 days ago

Survey: Customer Service

Phone Number of Respondent: +61491570156

Email Address of Respondent:

Survey Method: inbound

Respondent Language/Dialect: English (Australia)

Scheduled At: 2018-06-08 13:31:26

External Reference: SEEDED FOR DEMO

Call Type: PERSONAL LOANS

Agent ID: f001

STATUS: CUSTOMER

VALUE: BRONZE

Example Integration using Zapier

1. A customer service ticket is closed by the freshdesk agent.

2. Zapier gets an update on the ticket and sends a request to Survey Dynamix to create a survey interaction.

3. Survey Dynamix sends an SMS survey to the customer and stores the customer's responses.

4. Zapier retrieves recent survey responses. A custom script recognises that the results are negative and sends a notification to slack.

5. Supervisors in the slack channel receive a message and can address the negative survey response immediately.

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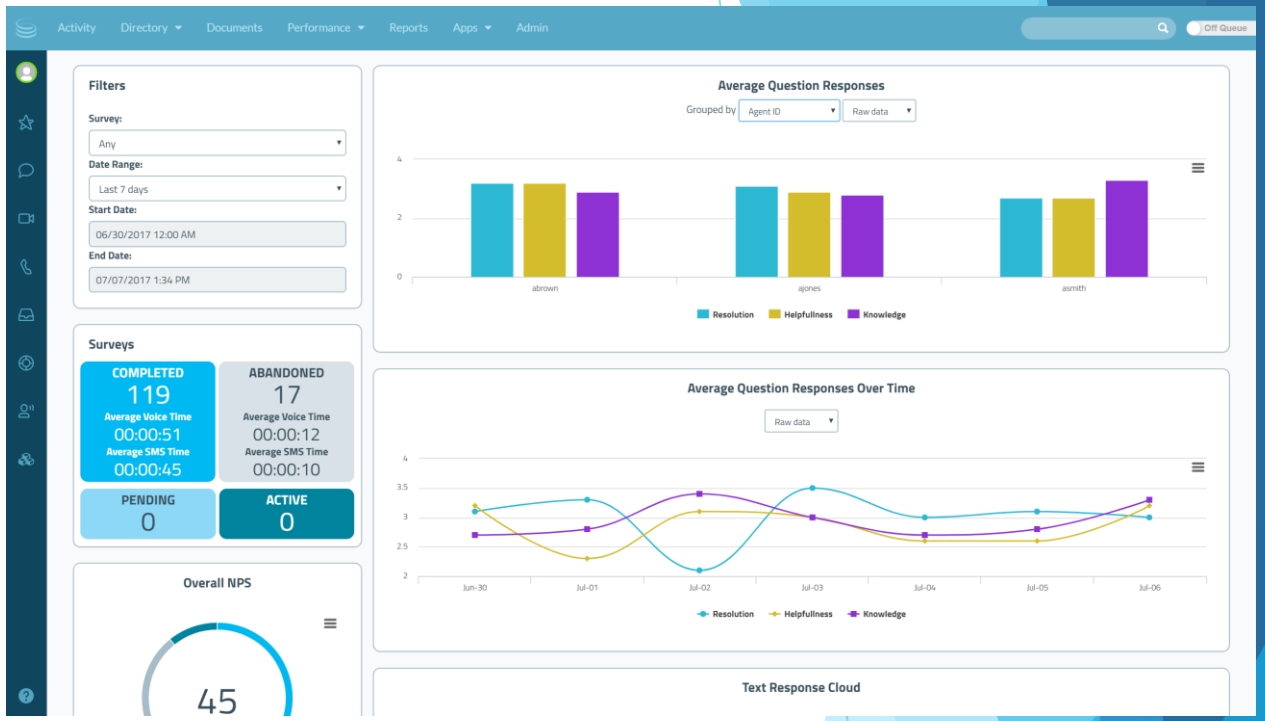
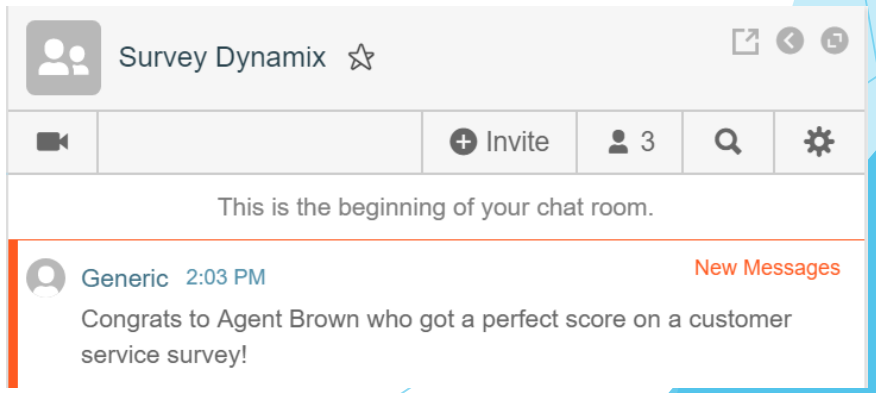
PureCloud

PureCloud Integration

- Our integration with Genesys PureCloud provides a number of features out of the box:
  - Automatically survey customers after they've interacted with an agent using conversation history polling
  - Single sign-on enabled views, so you only have to log into PureCloud to see Survey Dynamix Reports
  - Survey Dynamix dashboard as an embedded app within PureCloud
  - Customisable report sidebars and wallboard views
  - Automatic custom chat notifications in PureCloud using Survey Dynamix triggers
  - Automatic Outbound Contact list additions eg: Call back customers that have left negative feedback
  - Contact notes automatically populated with feedback left





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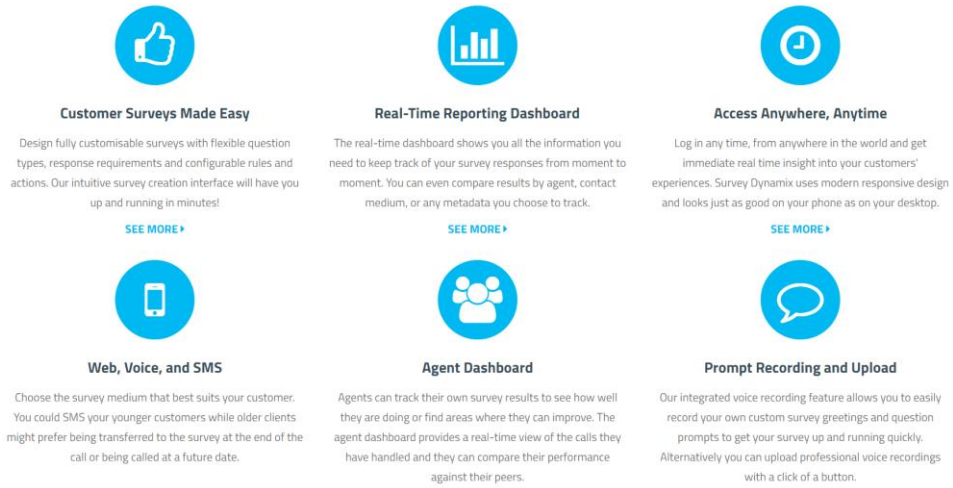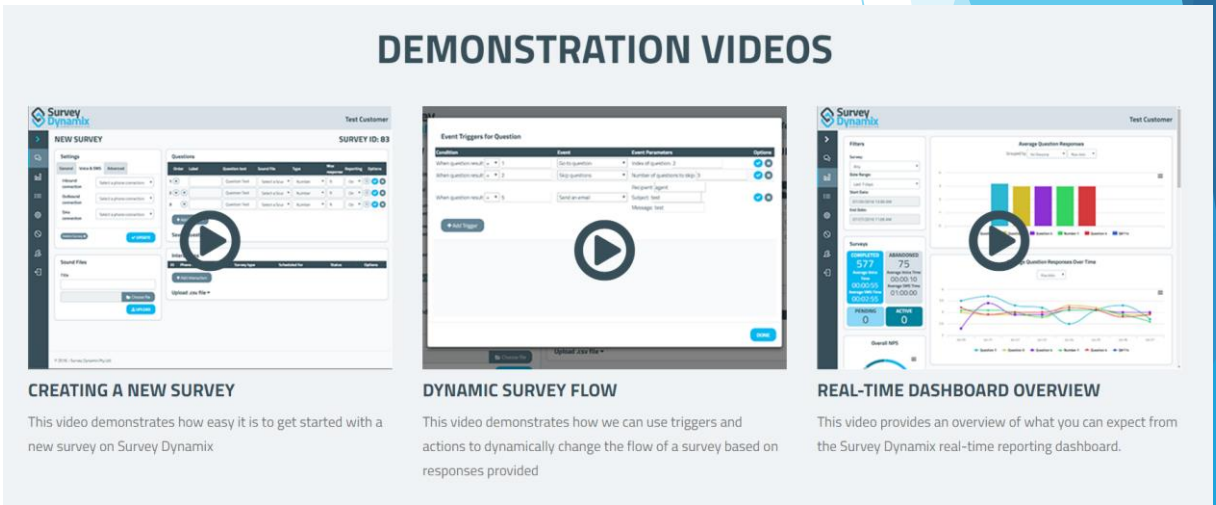
- For more information, go to surveydynamix.com
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