



Survey
Dynamix
SURVEYDYNAMIX.COM

Real-time actionable customer insights

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

Architecture



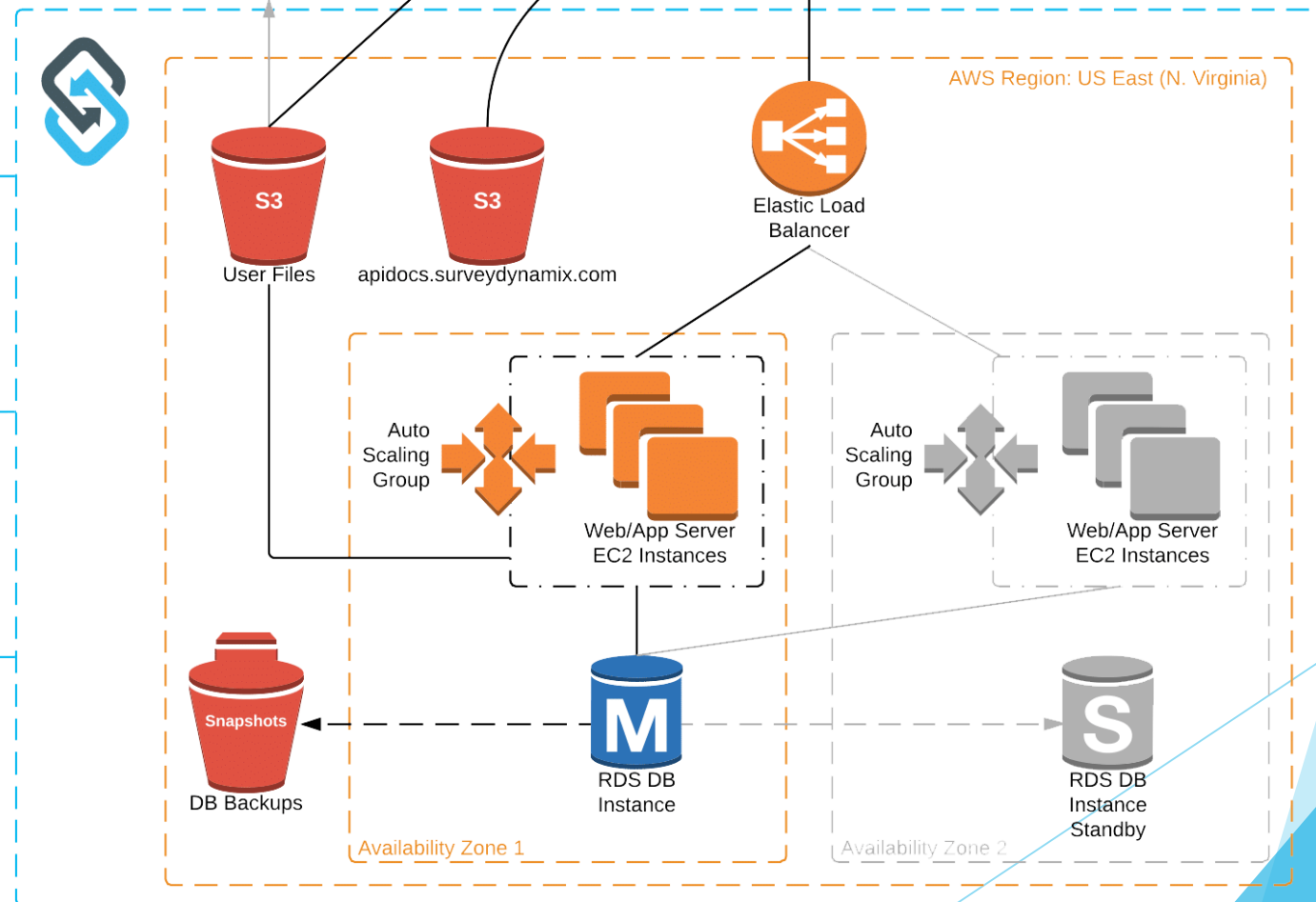
SendGrid:
Email Notifications
and Surveys



Twilio:
Voice and SMS
Surveys

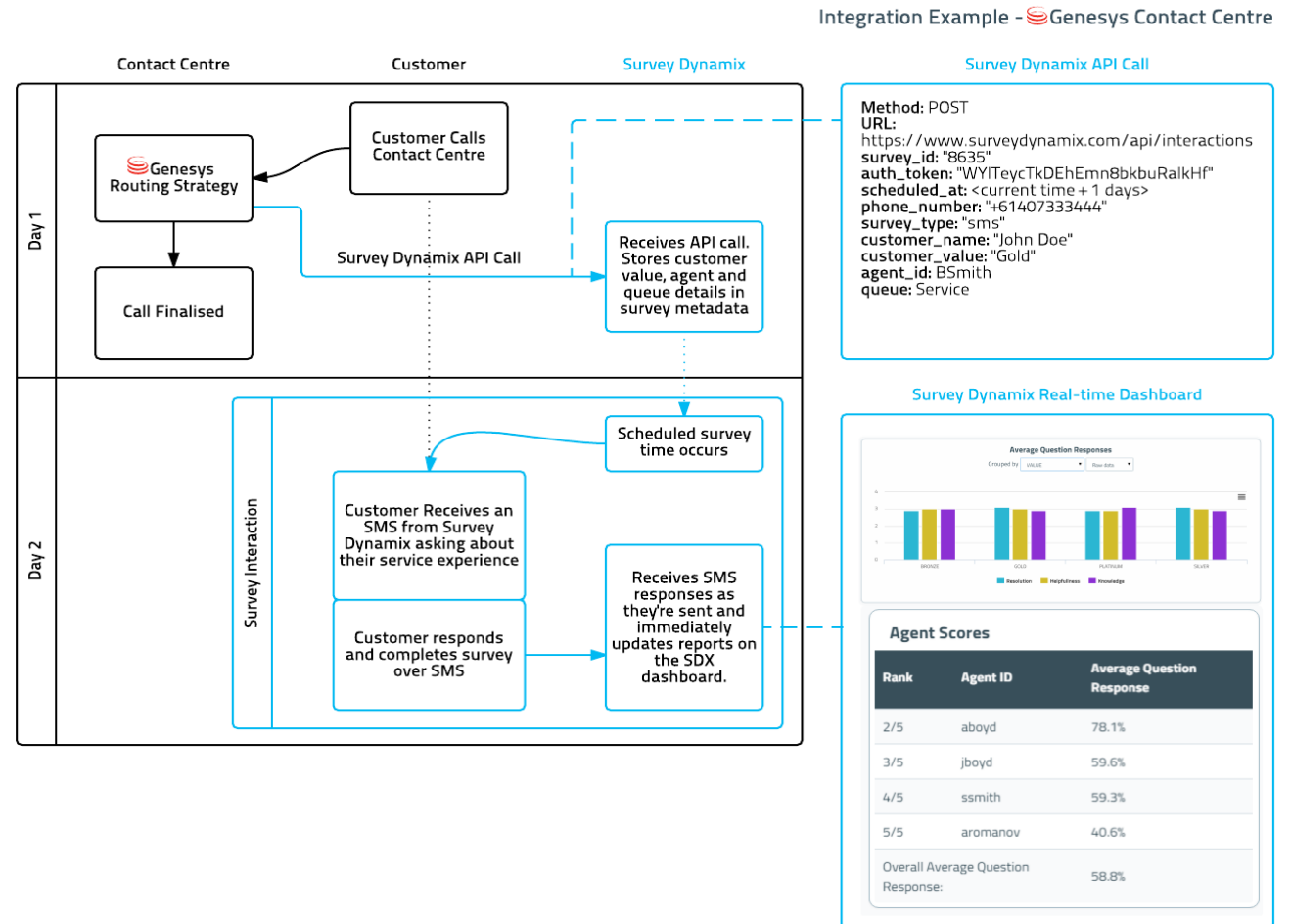


Google Speech
API:
Speech to Text
Functionality



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

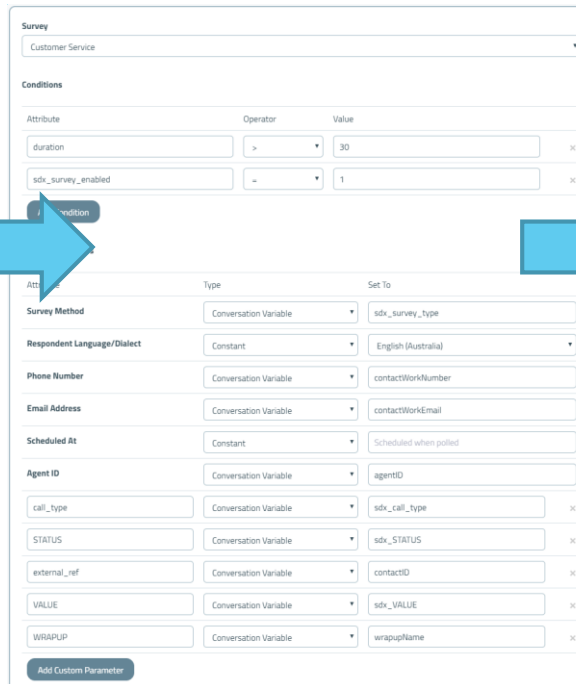


PureCloud Conversation History Polling

```

1 {
2   "id": "9124b75e-c868-4236-a9c8-e4da05e0ac00",
3   "startTime": "2018-05-15T23:39:31.482Z",
4   "endTime": "2018-05-15T23:46:29.589Z",
5   "address": "tel:+13172794452",
6   "participants": [
7     {
8       "id": "c353484c-6483-4444-9b39-226c40cabd70",
9       "startTime": "2018-05-15T23:39:31.482Z",
10      "endTime": "2018-05-15T23:44:26.673Z",
11      "connectedTime": "2018-05-15T23:39:32.738Z",
12      "name": "National",
13      "queueId": "5b5c6ffb-a4c0-49b9-b4ed-6d5da7db757b",
14      "queueName": "Personal Loans",
15      "purpose": "customer",
16      "participantType": "External",
17      "address": "tel:+161417336113",
18      "ani": "tel:+161417336113",
19      "aniName": "National",
20      "dnis": "tel:+13172794452",
21      "wrapupRequired": false,
22      "attributes": {
23        "sdxc_call_type": "PERSONAL LOANS",
24        "sdxc_survey_type": "inbound",
25        "sdxc_STATUS": "CUSTOMER",
26        "sdxc_survey_enabled": "1",
27        "sdxc_VALUE": "GOLD"
28      },
29      "calls": [
30        {
31          "state": "disconnected",
32          "id": "87a2f4be-8788-422a-9519-f36510dcc3e1",
33          "direction": "inbound",
34          "recording": false,
35          "recordingState": "none",
36          "muted": false,
37          "confined": false,

```



Survey
Customer Service

Conditions

Attribute	Operator	Value
duration	>	30
sdxc_survey_enabled	=	1

Set To

Attribute	Type	Set To
Survey Method	Conversation Variable	sdxc_survey_type
Respondent Language/Dialect	Constant	English (Australia)
Phone Number	Conversation Variable	contactWorkNumber
Email Address	Conversation Variable	contactWorkEmail
Scheduled At	Constant	Scheduled when polled
Agent ID	Conversation Variable	agentID
call_type	Conversation Variable	sdxc_call_type
STATUS	Conversation Variable	sdxc_STATUS
external_ref	Conversation Variable	contactID
VALUE	Conversation Variable	sdxc_VALUE
WRAPUP	Conversation Variable	wrapupName

[Add Custom Parameter](#)

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

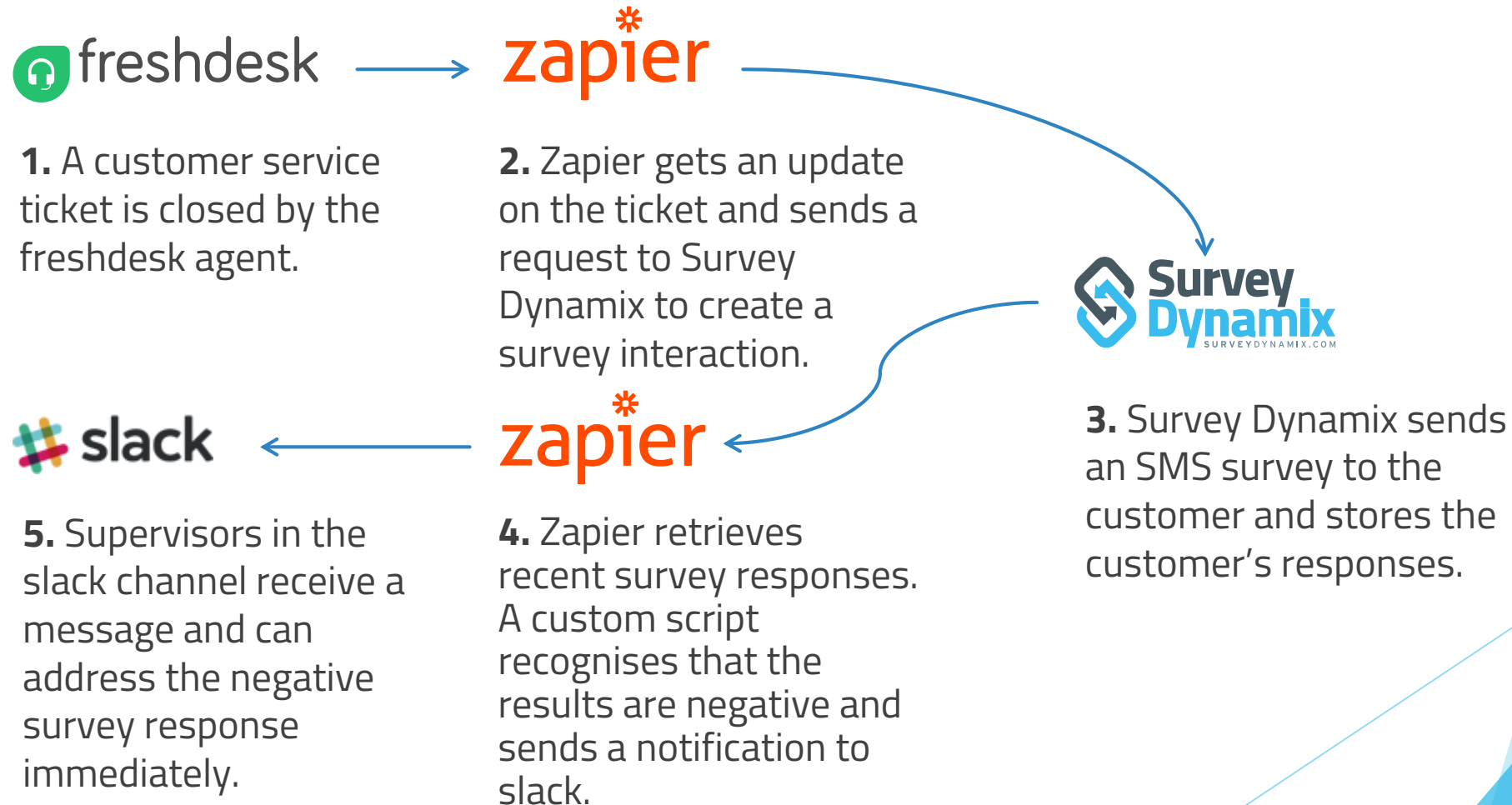
Call Type: PERSONAL LOANS

Agent ID: f001

STATUS: CUSTOMER

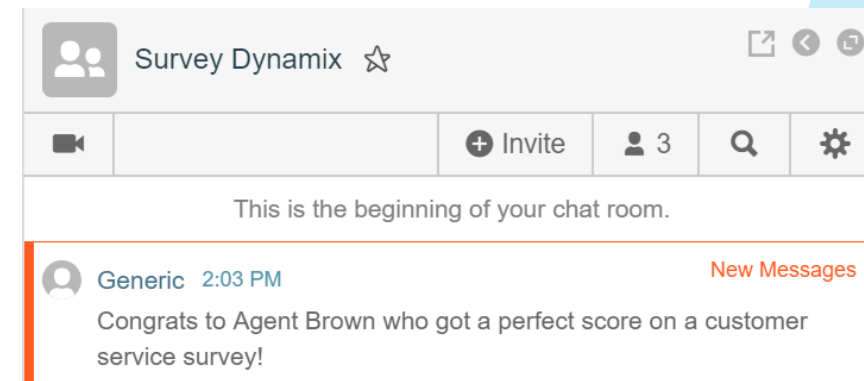
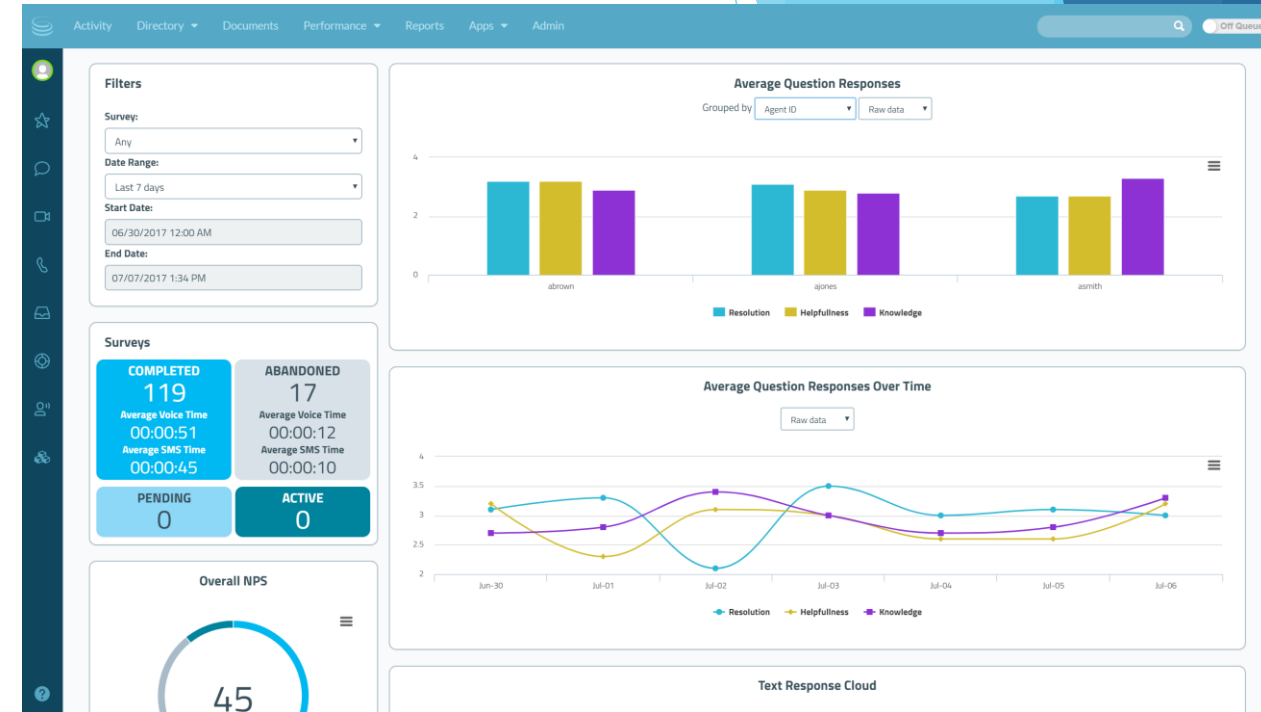
VALUE: BRONZE

Example Integration using Zapier



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



For more information...

- ▶ For more information, go to surveydynamix.com
- ▶ Contact us directly on info@surveydynamix.com
- ▶ Alex: alex@contactdynamix.com.au
- ▶ Alasdair: al@contactdynamix.com.au



Customer Surveys Made Easy

Design fully customisable surveys with flexible question types, response requirements and configurable rules and actions. Our intuitive survey creation interface will have you up and running in minutes!

[SEE MORE ▶](#)



Web, Voice, and SMS

Choose the survey medium that best suits your customer. You could SMS your younger customers while older clients might prefer being transferred to the survey at the end of the call or being called at a future date.



Real-Time Reporting Dashboard

The real-time dashboard shows you all the information you need to keep track of your survey responses from moment to moment. You can even compare results by agent, contact medium, or any metadata you choose to track.

[SEE MORE ▶](#)



Agent Dashboard

Agents can track their own survey results to see how well they are doing or find areas where they can improve. The agent dashboard provides a real-time view of the calls they have handled and they can compare their performance against their peers.



Access Anywhere, Anytime

Log in at any time, from anywhere in the world and get immediate real time insight into your customers' experiences. Survey Dynamix uses modern responsive design and looks just as good on your phone as on your desktop.

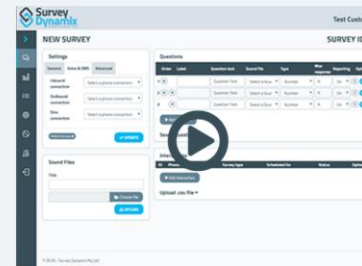
[SEE MORE ▶](#)



Prompt Recording and Upload

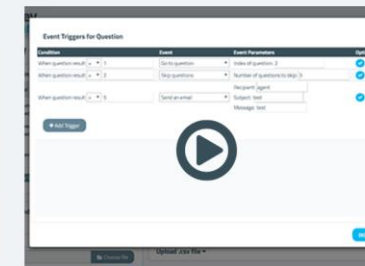
Our integrated voice recording feature allows you to easily record your own custom survey greetings and question prompts to get your survey up and running quickly. Alternatively you can upload professional voice recordings with a click of a button.

DEMONSTRATION VIDEOS



CREATING A NEW SURVEY

This video demonstrates how easy it is to get started with a new survey on Survey Dynamix



DYNAMIC SURVEY FLOW

This video demonstrates how we can use triggers and actions to dynamically change the flow of a survey based on responses provided



REAL-TIME DASHBOARD OVERVIEW

This video provides an overview of what you can expect from the Survey Dynamix real-time reporting dashboard.