

## Manage customer feedback in one intelligent application.

Interaction Feedback helps create, deploy, and manage post-call surveys for the voice channel to capture a customer's perception of their service experience – and your organization.

By merging survey results with data from your contact center, Interaction Feedback creates a powerful tool to measure customer satisfaction and pinpoint key satisfaction drivers for improvement.

### **Place greater focus on the voice of customer.**

The contact center is critical to capturing the voice of the customer for the entire organization. Interaction Feedback offers an alternative to costly and inflexible survey solutions for customer feedback management. Just license the Feedback module to the all-in-one Customer Interaction Center™ (CIC) platform and application suite. No third-party integration required.

### **Simplify the survey process.**

Create and activate surveys using Interaction Feedback's wizard-guided approach. Then automate survey invitations and let customers "opt-in" for simple, cost-effective survey delivery after an interaction.

### **Get proactive service recovery.**

Receive alerts for survey scores deemed below acceptable, and review survey results immediately to assess the impact of an interaction on a survey score.

### **Compare external/internal service perceptions.**

Enable your business to better determine the cause of a high or low satisfaction score and support consistent ranking between performance improvement and customer satisfaction.

## Key features

### **Rules-based survey delivery**

Specify intelligent rule logic for each survey to determine which calls receive a survey invitation.

### **Automated transfer to surveys**

Offer automated invitation and "opt-in" to participate to achieve actionable information.

### **Real-time monitoring and alerts**

Monitor the number of surveys in process, completed, abandoned, or alerting.

### **Reporting**

Survey results summary and detail information.

### **Proven survey questions and design**

Ask the right survey questions based on what you want to measure.

### **Survey conditional branching**

Compose or remove questions based on customer response.

### **Survey group**

Allow similar surveys to be put under one survey group.

## Create and manage surveys without costly development resources

- Intuitive wizard-guided survey creation
- Use pre-configured question templates from the Library, or create from scratch
- Prompt management:
  - Upload professionally recorded prompts
  - Upload your own .wav files
  - Record via handset or TTS

## Satisfaction linked to Quality

- Automatically record surveyed calls (via the integrated Interaction Recorder application)
- Reference feedback results when evaluating performance
- Monitor and encourage behaviors customers want

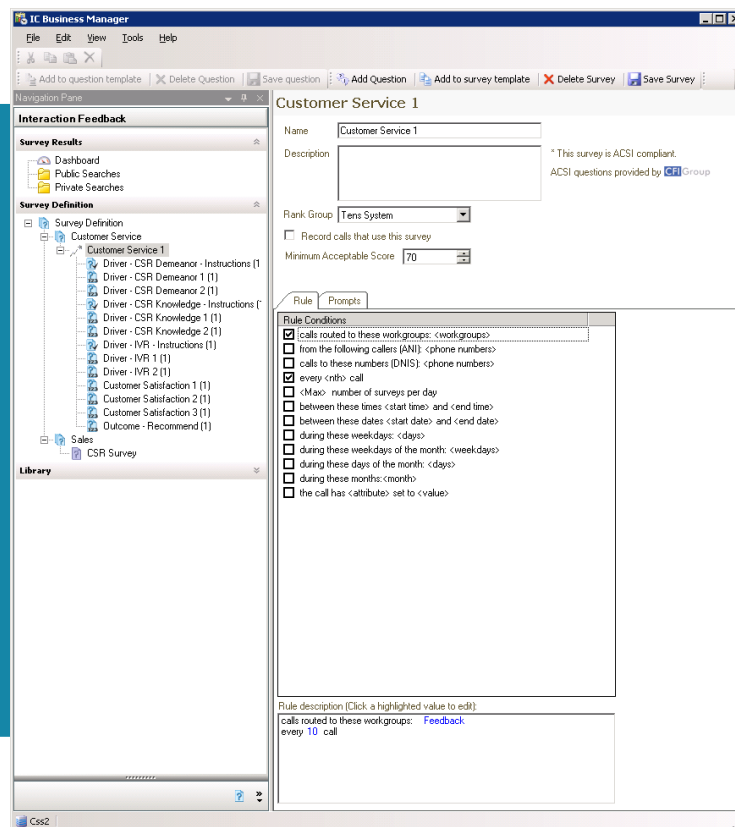
## Monitoring and reporting tools

- Real-time monitoring of survey activity in Interaction Supervisor
- Establish minimum acceptable score for each survey to trigger alerts in Interaction Supervisor
- Essential reports for survey details, satisfaction trends, quality/satisfaction comparison and satisfaction by agent

## Survey data access

- Dashboards for at-a-glance view of satisfaction with red (“danger”) and green (“ideal”) zones
- Search by multiple attributes using any info about the surveyed call
- Drill-down into detailed survey results
- Playback recorded comments for additional insight into survey results

Create surveys using Interaction Feedback’s pre-configured question templates from CFI Group, which meet the standards of the American Customer Satisfaction Index™ (ACSI).



## About Interactive Intelligence

Interactive Intelligence Group Inc. (Nasdaq: ININ) provides software and cloud services for customer engagement, unified communications and collaboration to help businesses worldwide improve service, increase productivity and reduce costs. Backed by a 21-year history of industry firsts, 20-plus patents and more than 6,000 global customer deployments, Interactive offers customers fast return on investment, along with robust reliability and security. The company gives even the largest organizations an alternative to unproven solutions from start-ups and inflexible solutions from legacy vendors. Interactive has been among Software Magazine's Top 500 Global Software and Services Suppliers for 14 consecutive years, has received Frost & Sullivan's Company of the Year Award for five consecutive years, and is one of Mashable's 2014 Seven Best Tech Companies to Work For. The company is headquartered in Indianapolis, Indiana and has more than 2,000 employees worldwide. For more information, visit [www.inin.com](http://www.inin.com).