



# Customer Satisfaction

Find out what your customers think of your services and use it to improve to your CX



## Guide your quality management and service delivery with customer feedback

Understanding how well you've met your customer needs is essential to delivering good CX. It drives resource planning, rewards and acknowledgements, as well as product and service design and process reviews. But time pressured customers are creating more complex journeys in the pursuit of timely answers. Frequently, these are across multiple channels.

Gathering customer feedback is increasingly valuable, but also a challenge. You need to reliably measure and act upon customer satisfaction across all interactions. And identifying which satisfaction drivers need attention can be the difference between positive and negative CX.

At the same time, customers' appetite for surveying is very mixed. Especially when it seems pervasive or disproportionate to the interactions.

Customer Satisfaction in Liberty Converse is seamless and non-intrusive. Collect customer satisfaction ratings, which form a valuable part of measuring and understanding overall performance and your team's Quality Management programmes.

## Gathering feedback

It's designed to allow you to gather feedback at the most appropriate part of any interaction. You can use a variety of survey models to ensure you collect information in the best format for your customers, their interactions and your needs.

Questions and answers are useless if you can't develop insights from the resulting information. So, Converse offers extensive reporting and analytics on your customer responses.

## Benefits at a glance:

Build custom satisfaction surveys across any of your Liberty channels

Identify trends and patterns by analysing historical satisfaction data

Use satisfaction information in real-time to support agents and service performance

Customise exactly when your customers see surveys

Enhance your agent evaluations with direct customer feedback



## Features at a glance:

### Building your surveys using CSAT, NPS or CES models

- Support single or multiple question surveys
- Multiple answer types, including stars, emoticons, buttons and free-text

### Trigger surveys based on criteria best suited to your customers

- Use triggers (such as after every interaction in the group) or under more specific conditions (such as queue, skill, activity code, agent, time of day, wait/handling time)

### Launch surveys across all your Liberty channels

- Deploy surveys directly in any of your digital channels including Liberty Connect Web Assistant and Liberty Create apps
- Use Converse Dialogue Builder to prompt for IVR surveys
- Post a call recording and attach to reports to playback later
- Embed survey links to email templates

### Real-time performance reporting and analytics

- Customise a view of your current score by agent, queue, skill, etc on dashboards
- Real-time access to satisfaction comments feed
- Analyse historic reporting to see scores over time based on interactions and agent history reports

### Enhance agent evaluations

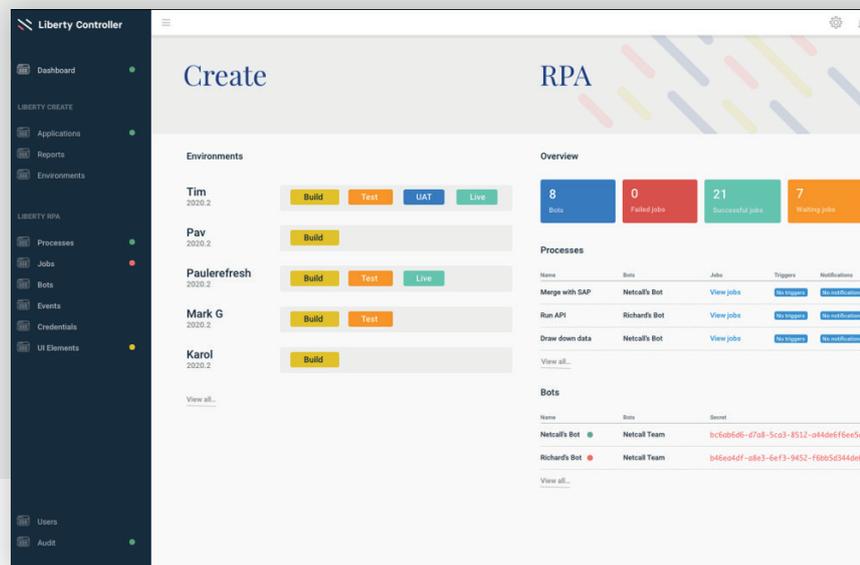
- View integrated surveys when evaluating an agent's interaction
- Filter reports based on completed surveys

## The Liberty Advantage

### Exceed your CX ambitions

Once you deploy Liberty Converse, opportunities through conversational messaging and automated self-services in Liberty Connect, and intelligent automation in Liberty Create and Liberty RPA.

You can transform your omnichannel engagement and digital process infrastructure with minimal risk by automating processes quickly and easily to further reduce the friction between your processes and customer expectations.



**Talk to us.**

Contact us today for a demo visit  
[netcall.com](https://netcall.com)

Or call us on **0330 333 6100** and say  
"Transforming Engagement"