



## Survey

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## Multichannel Customer Feedback Solution with Intelligent Callback

### Buzzeasy Survey

The multichannel approach for gathering fast, actionable insight from your customers via SMS and automated interactive voice calls (IVR) – but with this critical distinction: Buzzeasy Survey is unique in that it can automatically initiate a rescue call to the customer when negative feedback is received, so that a dissatisfied customer can quickly be converted into a devoted and loyal fan.

### Multichannel surveys

Gathering customer feedback using more than one communication channel is key to reaching the most customers and achieving the highest response rates. But acquiring feedback as close to the point of interaction is vital for optimum results. That's why Survey can initiate an SMS or automated voice survey at the end of any customer interaction - in addition to traditional batch survey campaigns.

The fastest and least intrusive method of reaching your customers is via Survey's mobile-friendly SMS solution. Being a medium of communication that people widely use and like, texts generate the highest open and response rates compared to any other channel.

Yet voice calls still make up a large proportion of customer interactions, making it difficult to gather feedback without an associated email address. Buzzeasy Survey solves this by collecting feedback using automated interactive voice calls (IVR).

### Automated rescue callback

But what if a customer leaves negative feedback? No problem. Survey's Rescue Callback lets you reach out swiftly to that customer, giving you the chance to address their concerns and turn a negative customer experience into a highly positive one. Survey's Rescue Callback adds that all important personal touch to your customer service which shows you care.

### Reporting

Get easy, instant access to real-time and downloadable reports from AskMe's user interface to enable the fastest business decisions.

### The intelligent customer engagement platform

Using the latest Cloud and Bot technology, Buzzeasy revolutionizes the way that customers engage with your organization. Automating customer engagement in the fastest and most cost-efficient way, Buzzeasy enables customers to move effortlessly from any digital channel to live voice simply at the touch of a button – and without ever having to wait in a queue.



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### About Buzzeasy

Buzzeasy is a part of Geomant's flexible and highly secure On-Demand Cloud Services. Expert in Unified Communications, Geomant is an innovative Software Developer and Systems Integrator, specializing in Microsoft and Avaya technologies. Geomant has offices across Europe, USA and Australia, and supports a global reseller network.



### Delivered from the cloud

Part of the flexible and scalable Geomant On-Demand Cloud Services, Survey is delivered with all the reliability, availability and security provided by Microsoft Azure. Requiring no infrastructure changes or integration activity, Survey can be deployed and operational within hours. And with no upfront costs, Buzzeasy Survey offers a powerful high-end solution – without the high-end price tag.

### Online administration portal

But what if a customer leaves GSurvey's intuitive, online administration portal, makes it easy to configure and manage.

In just minutes, you can create, schedule and launch automated, targeted surveys, and manage your roles-based user access and opening hours from a single location. And when you need to check

your daily or weekly campaign imports, whether manual or automated, a quick glimpse at the Campaign Import Dashboard will give you full insight into their status, including any failed imports.

### Multi-national, multi-time zone support

When your organization spans different countries and time zones, you need to be confident that your solutions can do the same. With Survey you can define different time zones for every campaign and report you run.

### Hybrid solution: the best of all worlds

With no loss of security or control, Buzzeasy's hybrid solution connects directly and securely to your on-premises voice infrastructure via Microsoft Azure, to deliver the scalability, flexibility and cost-efficiency of the Cloud.

