

# THE FUTURE OF CX FEEDBACK FOR UTILITIES



The future of CX feedback for Utility companies is challenging, the customer landscape is changing fast. We know, as we conduct 3.4 million utility surveys a month!



## CHALLENGES

Multiple and moving

- No central CX control
- Disparate customer data
- Long surveys
- Huge event vs. survey gap
- Over-surveying
- Poor contact data
- Response rates dropping
- No time-poor client feedback

## THE VIRTUATELL CX FEEDBACK SOLUTION

### 1 CUSTOMER JOURNEY BEGINS

Customer activity occurs



- Calls contact centre
- Sends email
- Chat session
- Online payment
- Social media exchange
- Order product
- Field visit by engineer
- Face-to-face sales



### 2 DATA CHANGE TRIGGERS SURVEY INVITE

Invitation in real-time and relevant to event

- Data deposited
- Salesforce updated
- IVR call transfer
- Support case is closed
- CRM data changes
- Web page closes or changes
- Home repair completed
- Chat session closed

### 3 CRM DATA AND SURVEY DATA FUSED

VIRTUATell DataFuse™ blends unique customer data with survey responses.



- Add call details
- Reference codes added
- A/C status queried
- Use email details
- Collect product used
- Add geographic details
- Send SMS message
- Record customer status
- Add demographics
- Add ID codes
- Collect brand used



### 4 CXBOT™ CONTROLLED SURVEY

Synaptum™ decision, learning and dispatch engine

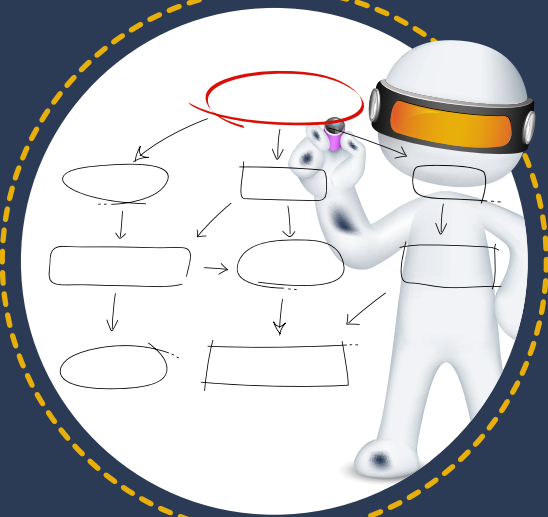
- When to ask for feedback?
- Which SMS option?
- Is there risk of survey fatigue?
- Which web pages viewed?
- Which questions to ask this client?
- Language of customer?
- Which feedback channel to use?
- Is resend required?

### 5 REAL-TIME RESULTS

Insight available to all via market leading Synaptum™ dashboards



- Collect results
- Send scheduled reports
- Collect conversion stats
- Data export into client systems
- Create dashboards
- Hi & Lo score alerts circulated
- Fuse data to surveys
- Closed loop on customer requests



### 6 INSIGHT DASHTOPS™

Proactive insight via bespoke displays

- Data visualisation provided
- Track agent performance
- Key issues highlighted
- Words and graphics drive understanding
- Recommended actions
- DashTops™ available to all
- Plain language alerts
- Regression and correlational analysis