



The CX feedback upon which you are making important decisions is probably lying to you or is just wrong. **However, combining Genesys and VIRTUATell delivers the solution**

1. What is YOUR CX feedback fighting against?



Everyone else is sending your customers indiscriminate surveys



Everyone is sending surveys of an unacceptable length



Everyone is sending your customers surveys more than 24 hours after the event they want to measure



Senders don't use the rich, unstructured data they have about their customers, to drive the right channel or questions



Everyone else is sending your customers surveys on a single channel, not necessarily the one they made contact on.



Your mobile audience is rejecting requests when "Contact not recognised" appears

2. What does this mean to you?

Your customers already have survey fatigue

Much CX feedback is ignored as irrelevant or too old



Your survey completion rates are plummeting

You have high survey invitation rejection rates



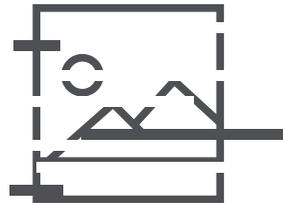
Your limited feedback is only coming from the time-rich or detractors

Your feedback is distorted and demographically biased

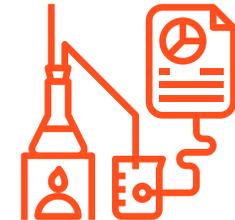
3. Which also means



No one is listening to the real voice of your customer



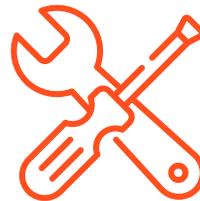
Your decisions are based on an incomplete picture



Poor decision making leading to continued poor customer experience

+36

C-suite only concerned with scores and not the cause



Customers expected to give feedback but not seeing improvements or updates



Staff continue to make CX decisions based on gut-feel opinions



Large %age of audience missing (i.e. Millennials could constitute 45%+ of audience, 70% of whom are mobile only)



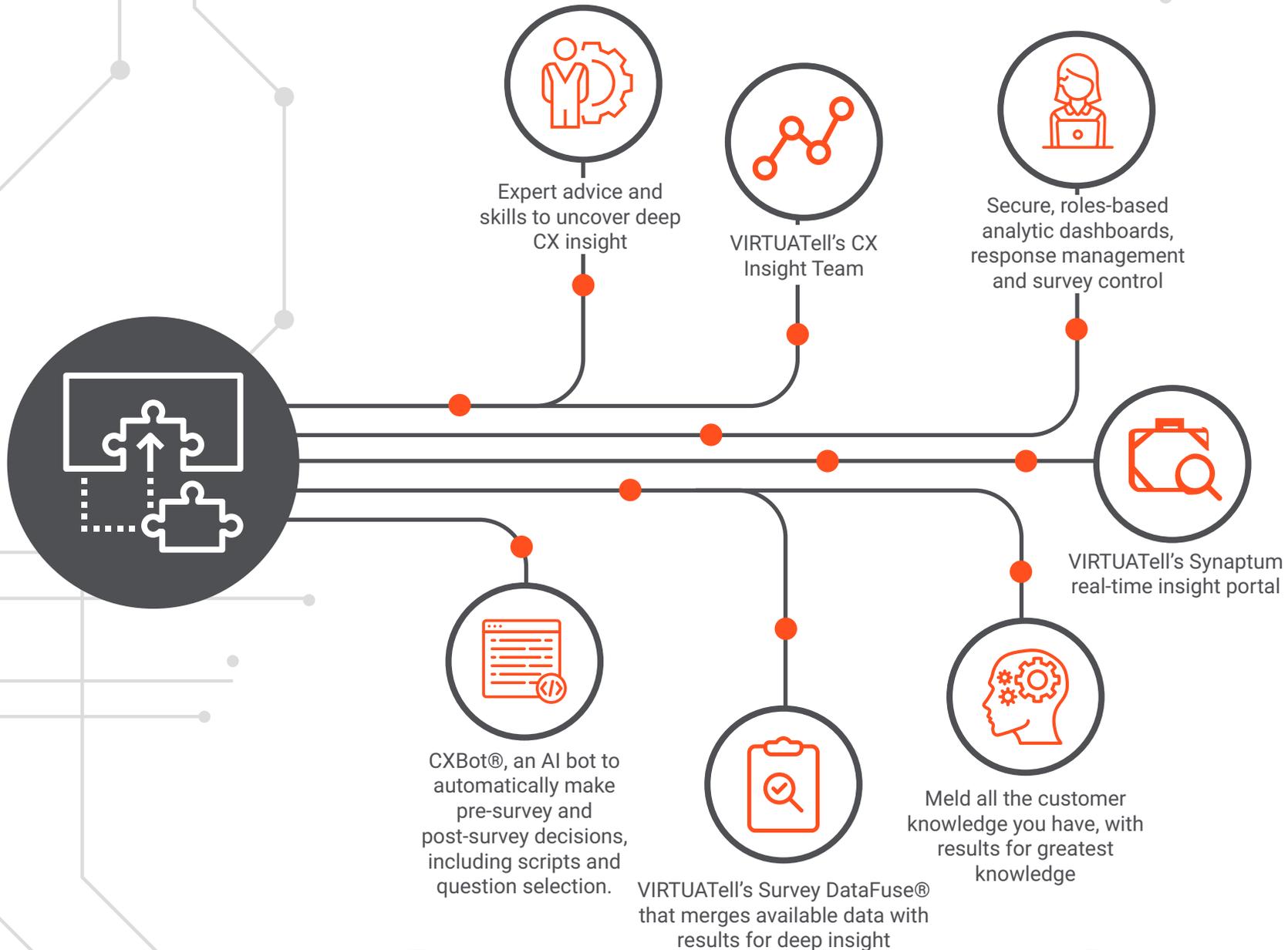
The Solution



Genesys PureCloud and Synaptum. The future of CX feedback, available today.

PureCloud real-time events can trigger the right Synaptum® survey request on the right channel
PureCloud data access can deliver to Synaptum® huge intelligence merged with the CX feedback
The combined power of PureCloud and VIRTUTell's Synaptum® takes
automated omnichannel CX feedback to the next level

VIRTUATell's Portfolio



The Result?



Higher completion rates protecting CX feedback budgets



Real-time, actionable feedback delivered to the right place-of-action



All results available to all your systems



Higher customer acceptance results in feedback from 100% of your customer profiles



Deeper journey insights delivered from the customer feedback



Understand what each of your customers really value



Fully align your organization around the customer

For more information contact <http://virtuatell.com>