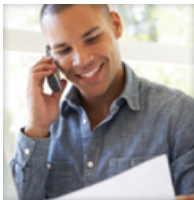




# INI AudioForms™ Use Case

Collect data and valuable customer feedback

CALLER

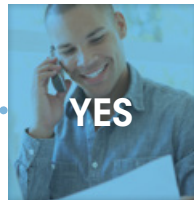


Caller calls in to call center about warranty issue



INI AudioForms™ asks caller if they will participate in post call survey

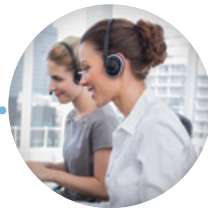
CALLER



Caller speaks "yes"



AGENT

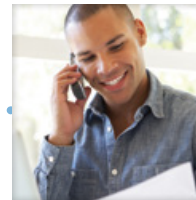


Caller connected to agent. Agent resolves issue.



INI AudioForms plays survey questions to caller

CALLER



Caller speaks responses



INI AudioForms records answers

## OUTCOMES:

Increased response rates



Lower costs



Reduced resources and staffing

**SCENARIO:** Caller calls in to call center seeking more information about his warranty.

**CHALLENGE:** Call center wants to evaluate agent effectiveness by collecting feedback in a quick and efficient way.

**SOLUTION:** Caller is asked before interacting with agent if he will give feedback on the call quality. Caller agrees. Company benefits from caller's feedback.

## Additional Benefits of INI AudioForms

- ✓ Automates data collection
- ✓ Reduces the need for paper forms
- ✓ Simplifies transcription process