INI FormStudio™ Use Case
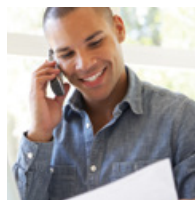
Collect data and valuable customer feedback

CALLER

Caller reaches out to contact center about a warranty issue

INI FormStudio asks whether the caller will participate in post call survey

CALLER

Caller speaks "yes"

AGENT

Caller is connected to an agent who resolves issue

INI FormStudio plays survey questions

CALLER

Caller speaks responses

INI FormStudio 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 FormStudio

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

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Customer Experience Solutions

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