SURVOX

USE CASE:
Multi-Mode | Multi-Vendor

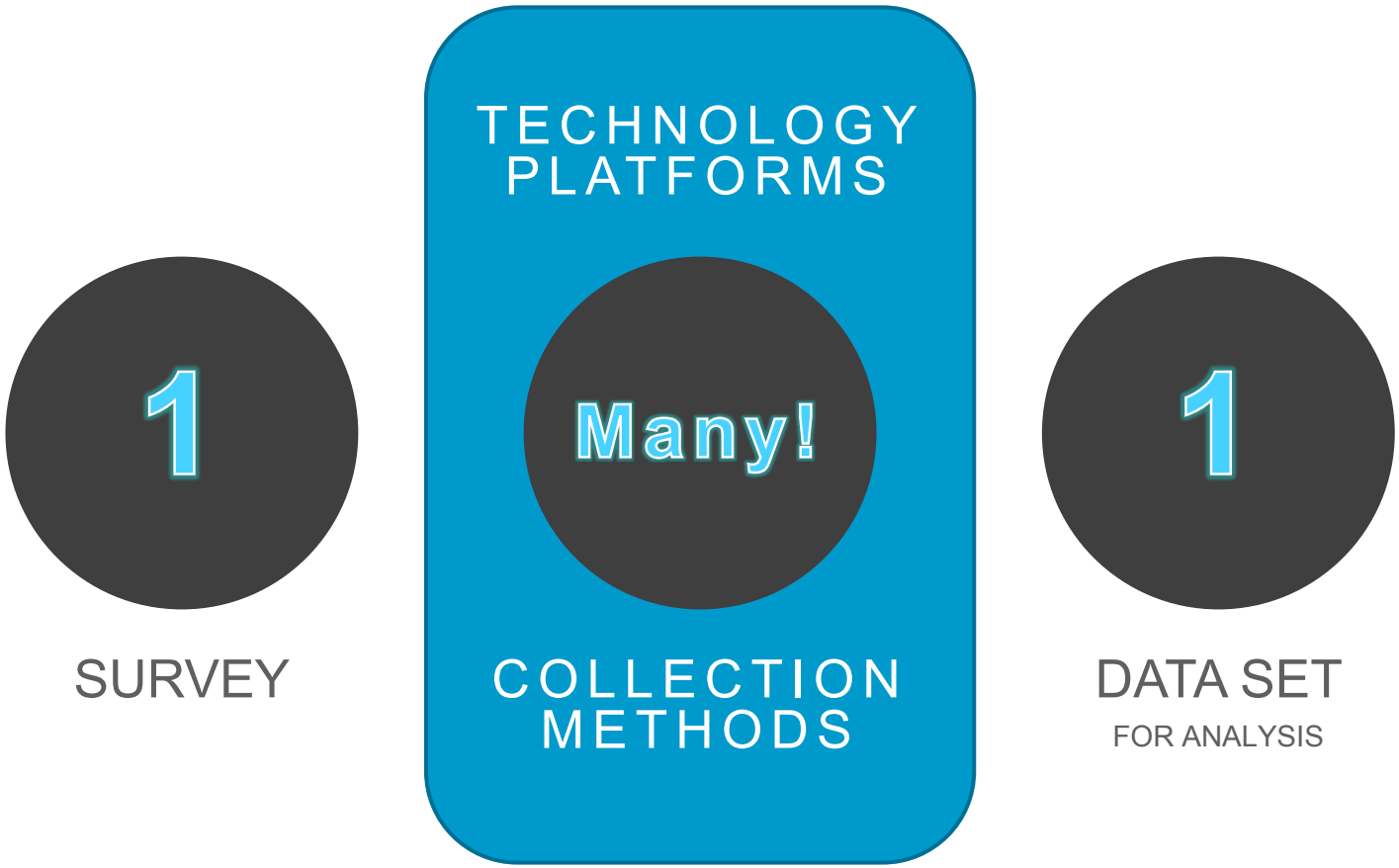
2015 Survox Summit

USE CASE:
Multi-Mode | Multi-Vendor

- Why is this important to you?
  - Allows you (the client) to expand your business
  - Shows how your business can improve
    - Add in IVR as part of your productivity tools
- Agenda
  - Survox Multi-Modality Platform
  - Survox + Multi-Vendors
- Participants – Client Testimonials
- Next steps
  - Upgrade, get training, sign up for a pilot or demo, arrange for consulting, ….

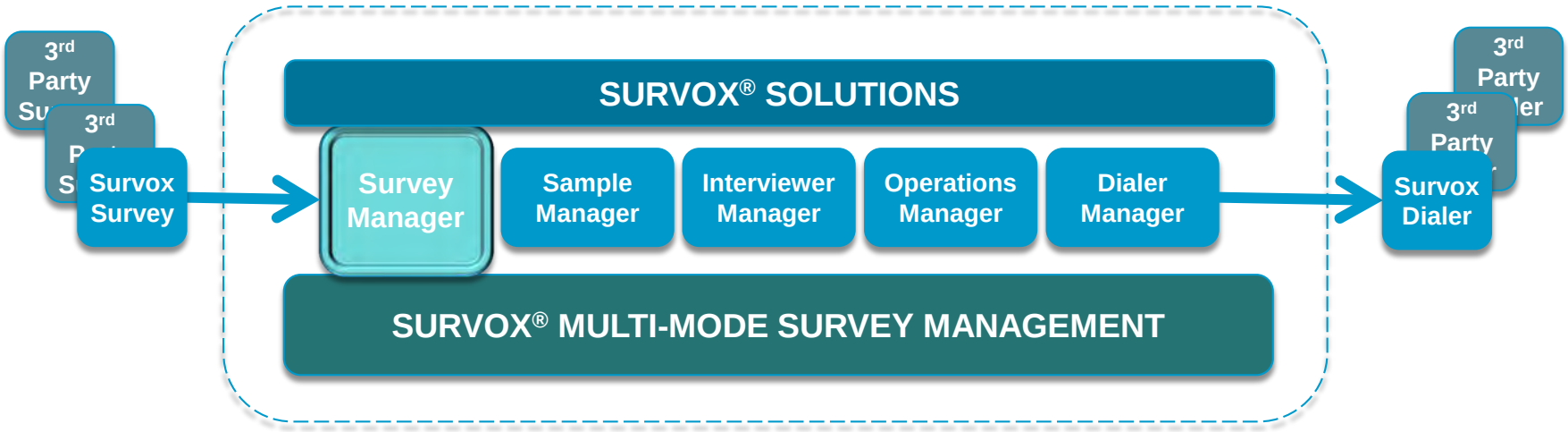
@ 2015 Survox

Mixed Modes, Mixed Vendors



@ 2015 Survox

Survox Survey Manager



- No longer restricted by survey ownership
- Multimode/multivendor options

@ 2015 Survox

Survox
Multi-Modality Platform

@ 2015 Survox

Survox Multimode Options

Survox Phone
+
Survox Online

SURVOX SURVEY MANAGER

Survox Phone
+
3rd Party Online

Customize

Call
Centers

Survox IVR
+
Survox Phone
Survox Online

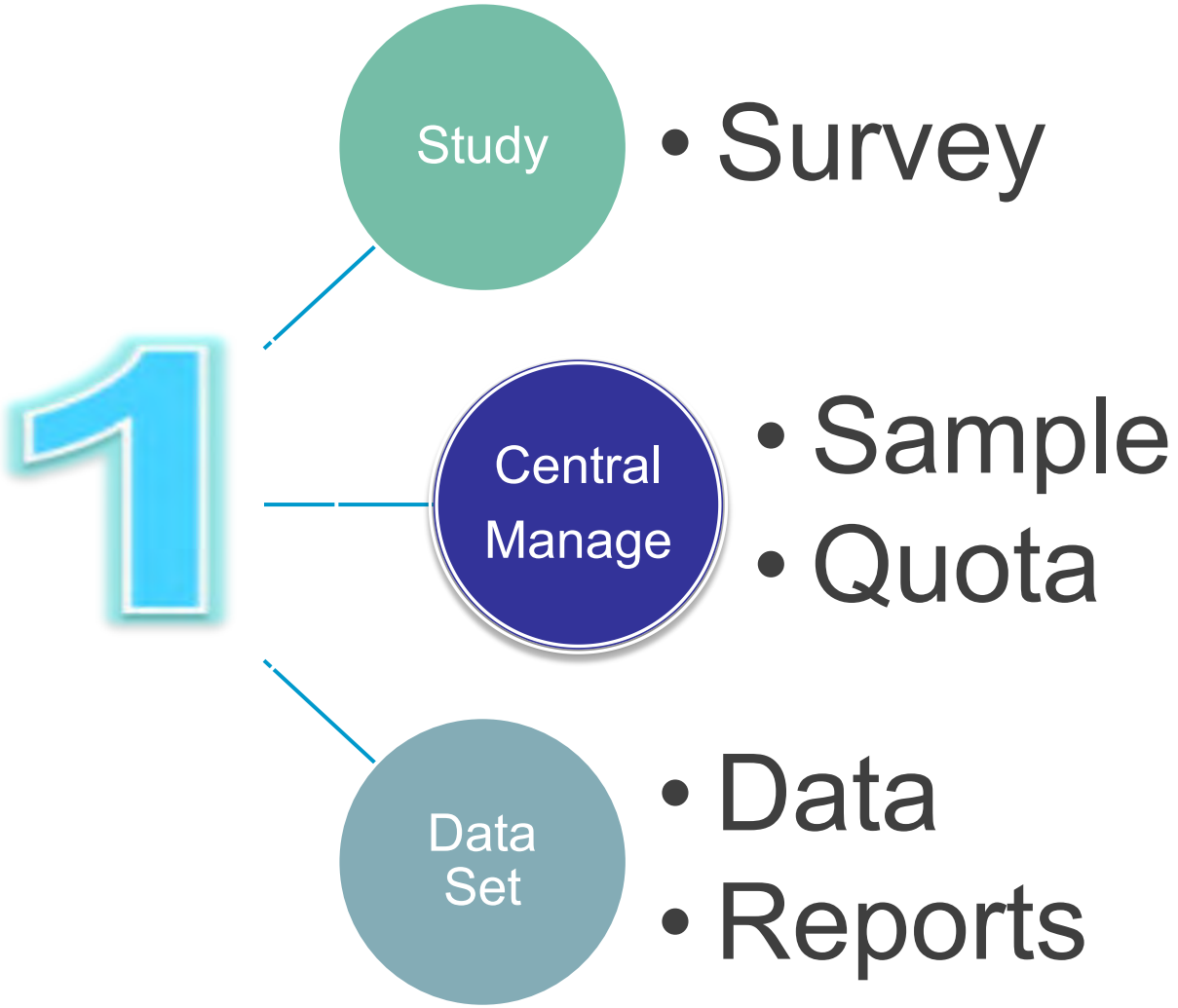
Survox IVR
+
Vendor

@ 2015 Survox

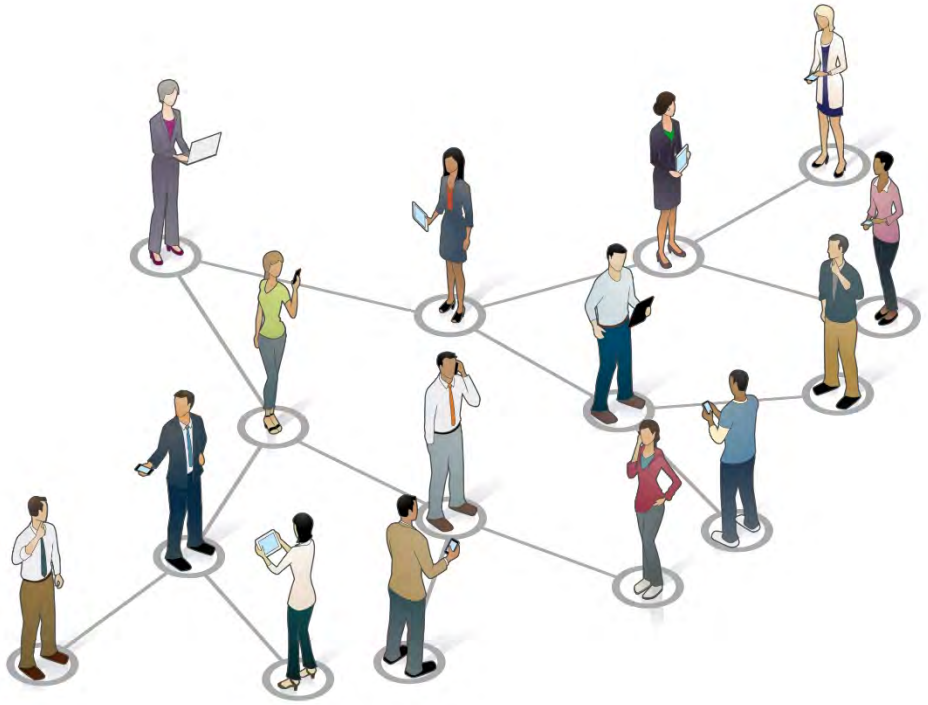
Survox Phone
+
Survox Online

@ 2015 Survox

Survox Phone + Survox Online

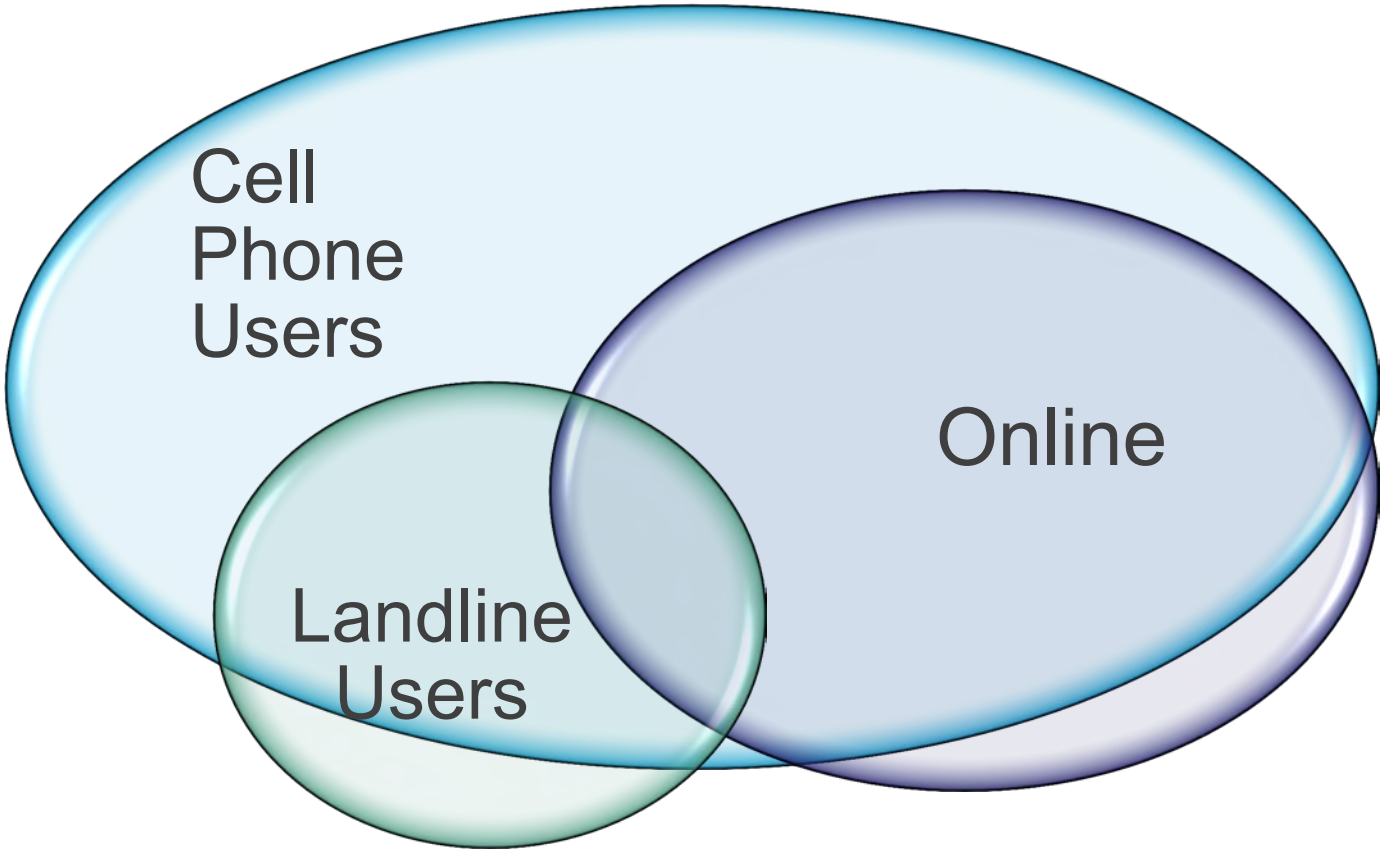


Survox Phone + Survox Online

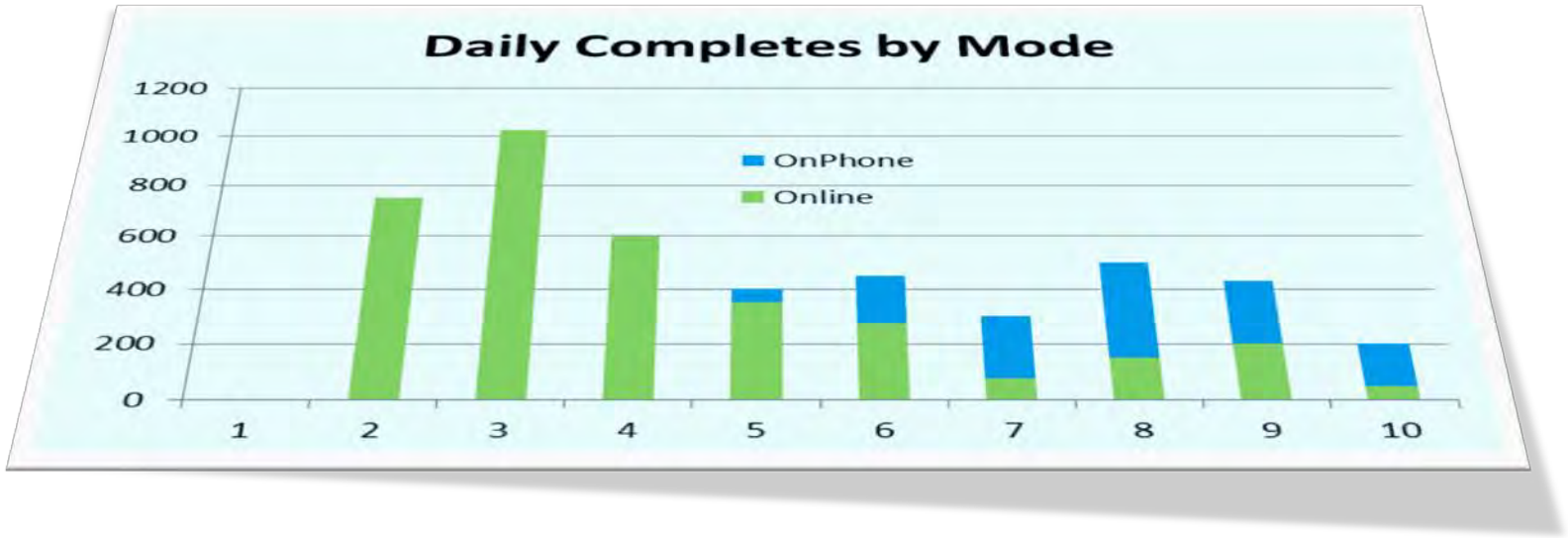


How do I choose?
Phone? + Online?

Survox Phone + Survox Online



Survox Phone + Survox Online Reporting



PHONE + ONLINE

Survox IVR

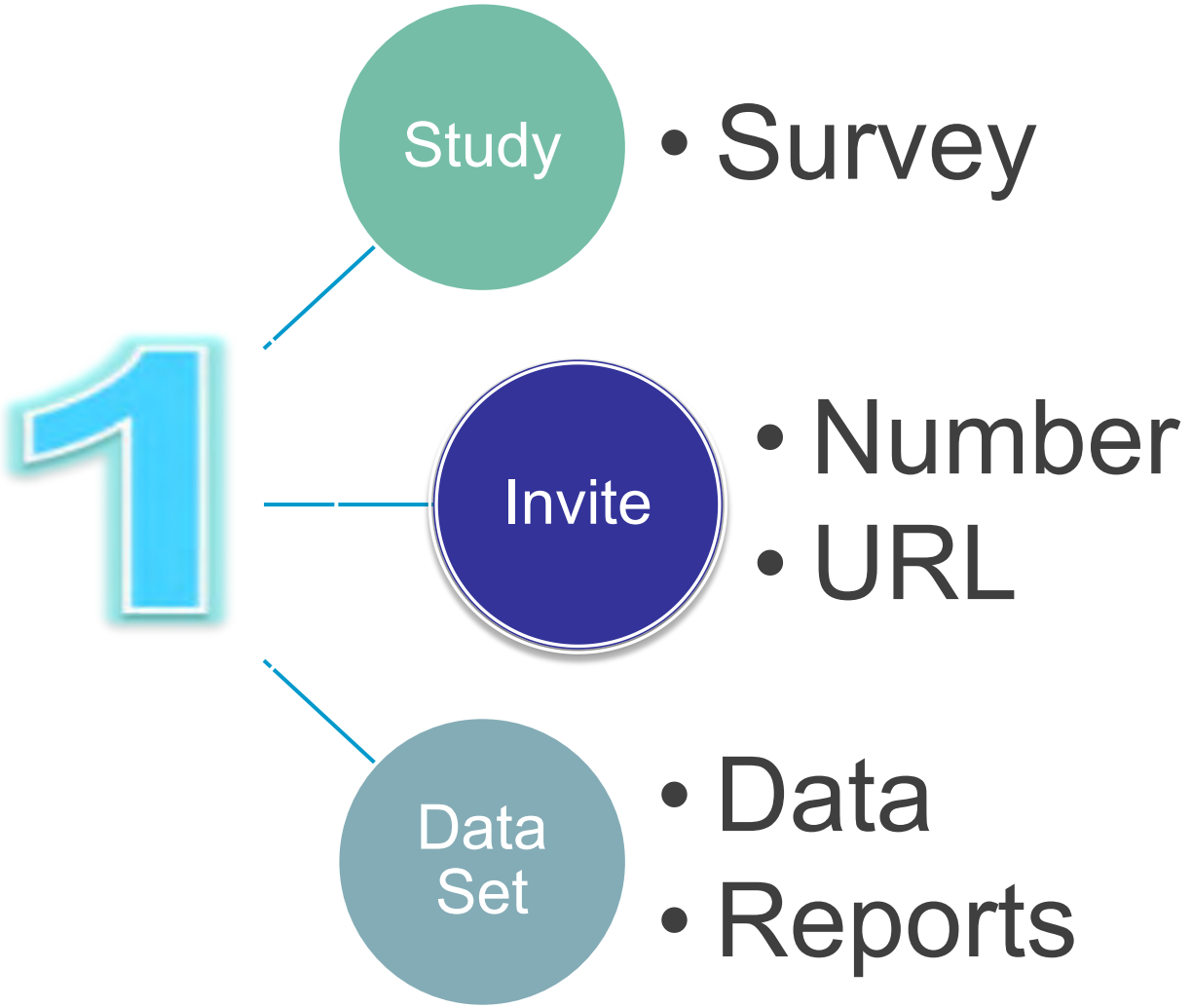
+

Survox Online

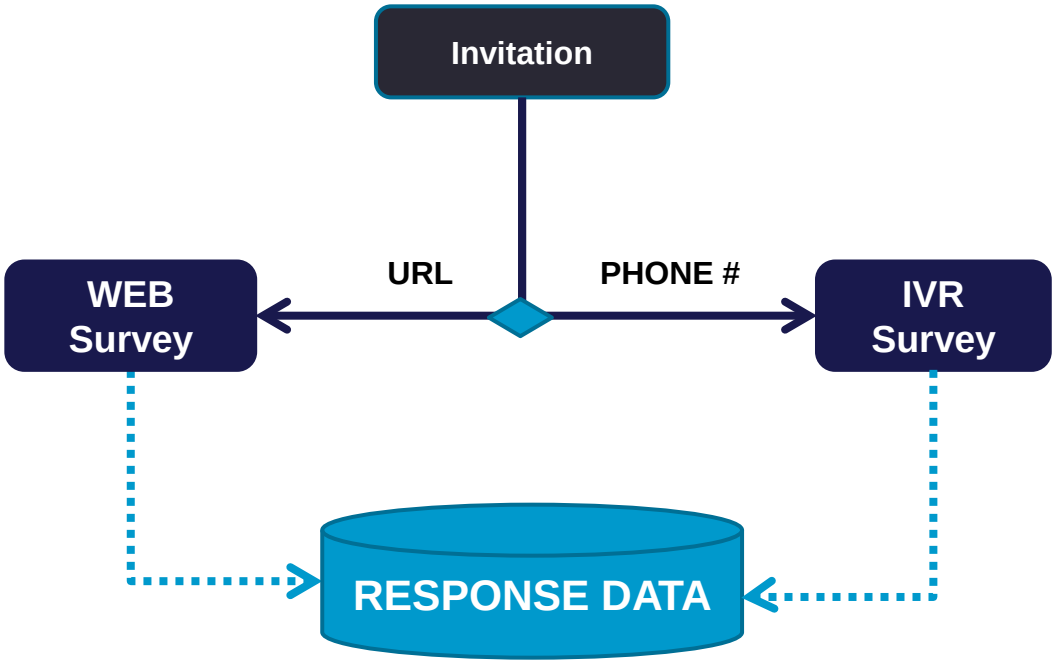
Survox Phone

@ 2015 Survox

Survox IVR + Survox Online

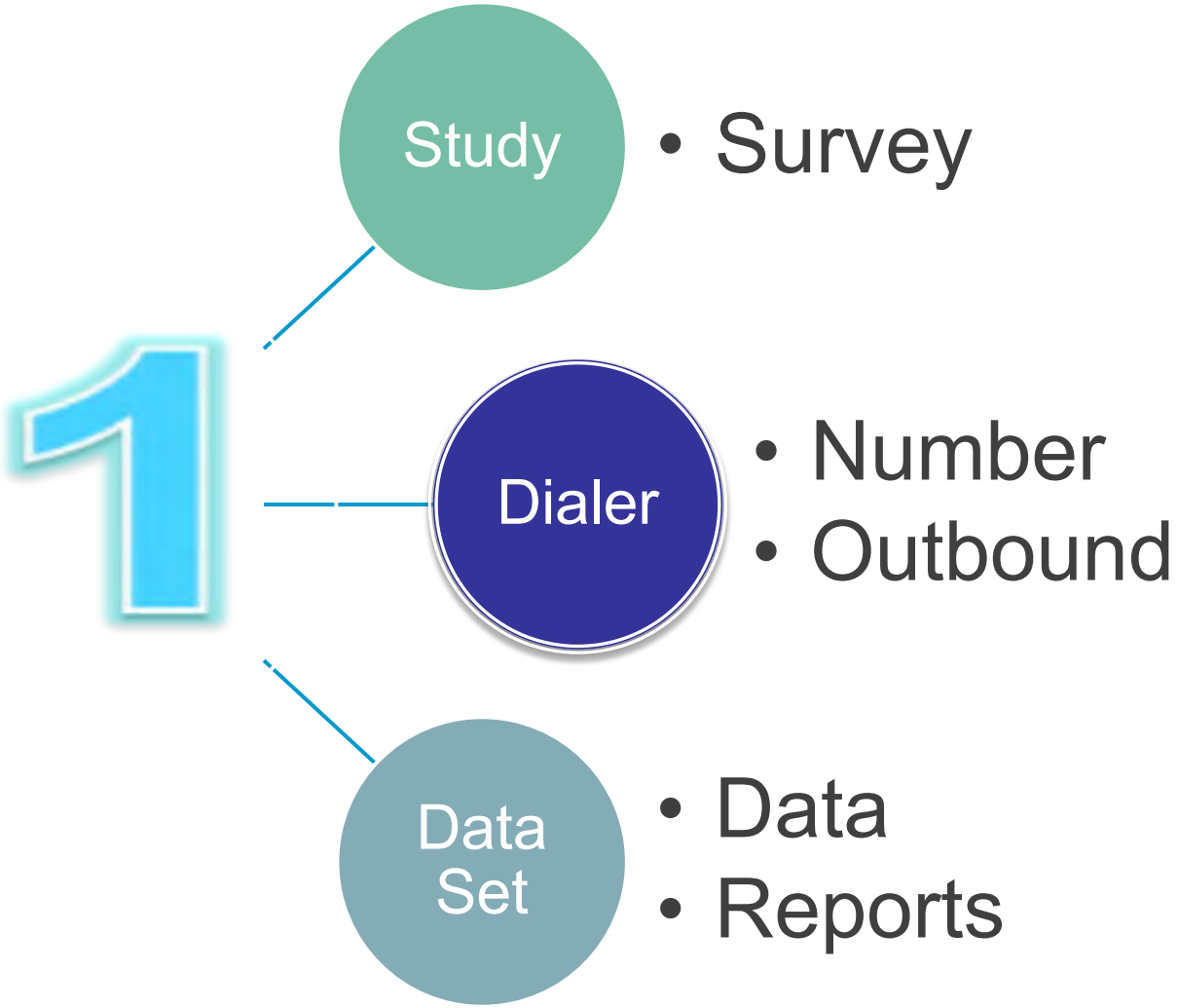


Survox IVR + Survox Online Workflow



@ 2015 Survox

Survox IVR + Survox Phone



Survox IVR + Survox Phone Workflow

TRANSACTION DATA

Optimized Dialing to Meet Quota

OUTBOUND Call

IVR Survey

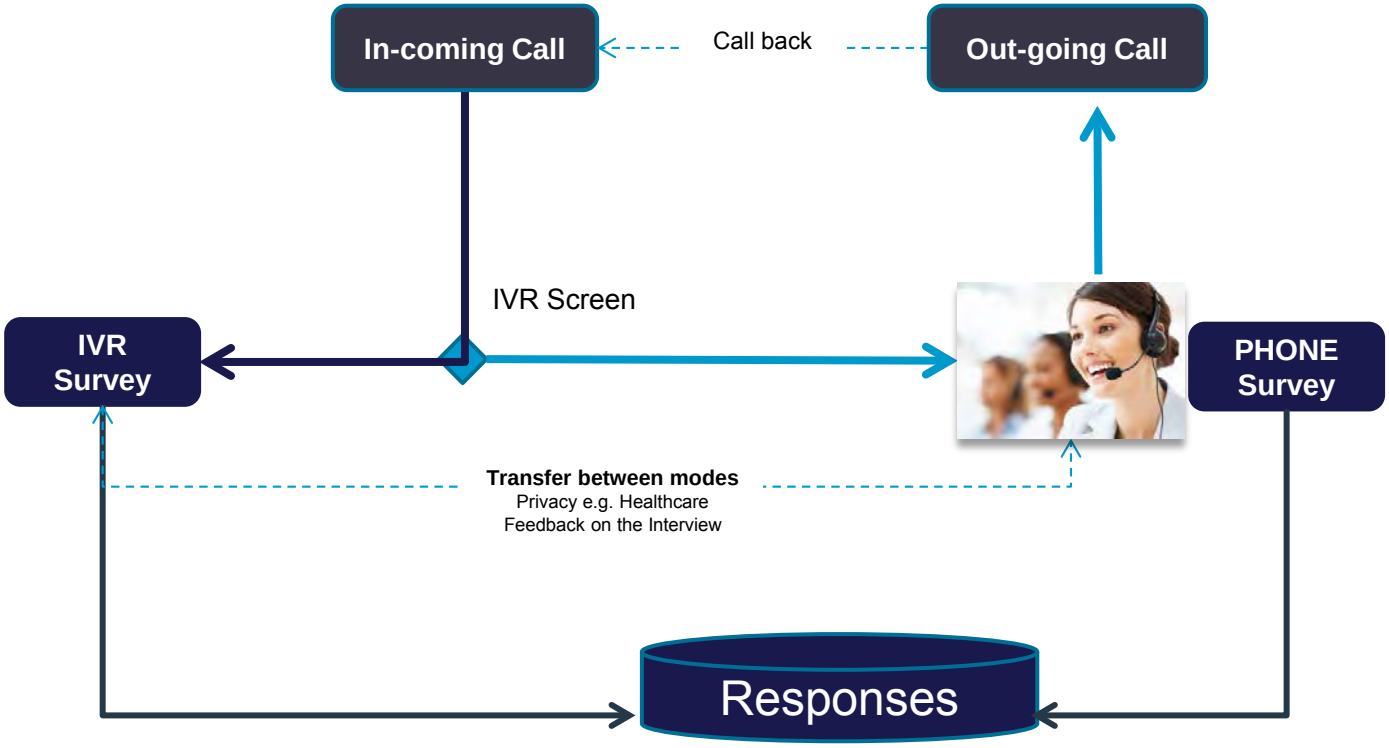
PHONE Survey

RESPONSE DATA

Survox IVR
+
Call Centers

@ 2015 Survox

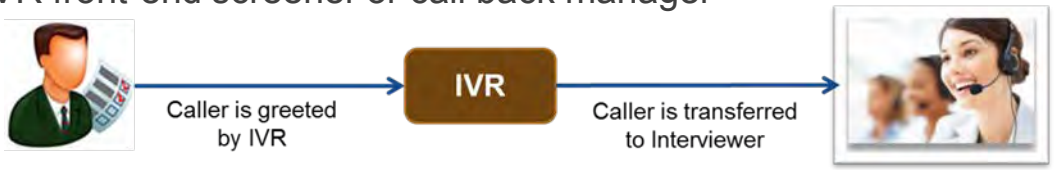
Survox IVR + Call Centers



© Copyright 2015 CFMC | All rights reserved.

Survox IVR + Call Centers

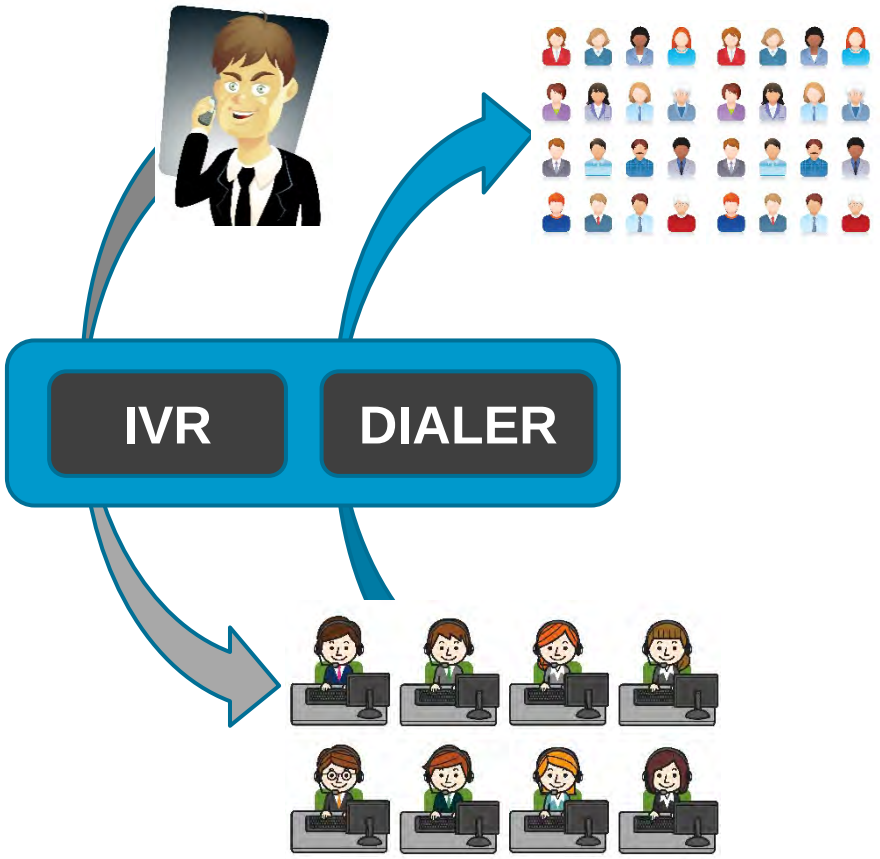
- Optimize call center workflows → Let IVR intelligently route callers
  - Use an IVR front-end screener or call back manager



- Unlock your research design → Multiple modes within a survey
  - Create hybrid surveys across Phone & IVR
    - Complete a portion of the survey with an interviewer.
    - Transfer caller to IVR to record open ends or private/sensitive information

Survox IVR + Call Centers

- IVR intelligently handles caller
  - Greets caller
  - Identifies study
  - Lookups inbound number to identify respondent
  - Transfers to next available, appropriate agent
- Convert callbacks
  - Seamlessly blend inbound calls into interviewer queues
  - No need to dedicate resources to answer calls



© Copyright 2015 CFMC | All rights reserved.

Survox IVR + Call Centers

1. Screen & transfer to live interviewer or IVR survey

- **Handle inbound callers gracefully by either**
  - Identifying the appropriate study & the respondent by matching the call-in and call-from numbers
  - Asking screener questions via IVR and routing them to the right study
- **Increase interviewer productivity by converting callbacks and screening for quota completion**

2. Let IVR handle the sensitive information

- **Gather more accurate information by removing potential response bias**
  - Respondents are more open to providing answers to personally sensitive questions if they are not speaking with a live agent. IVR can handle those questions.
- **Increase interviewer productivity by off-loading a portion of each survey**

3. Monitor respondent's interview experience

- **Use IVR to have your interviewers' performance rated by survey participants**

Survox Phone
+
3rd Party Online

@ 2015 Survox

Survox Phone + Qualtrics

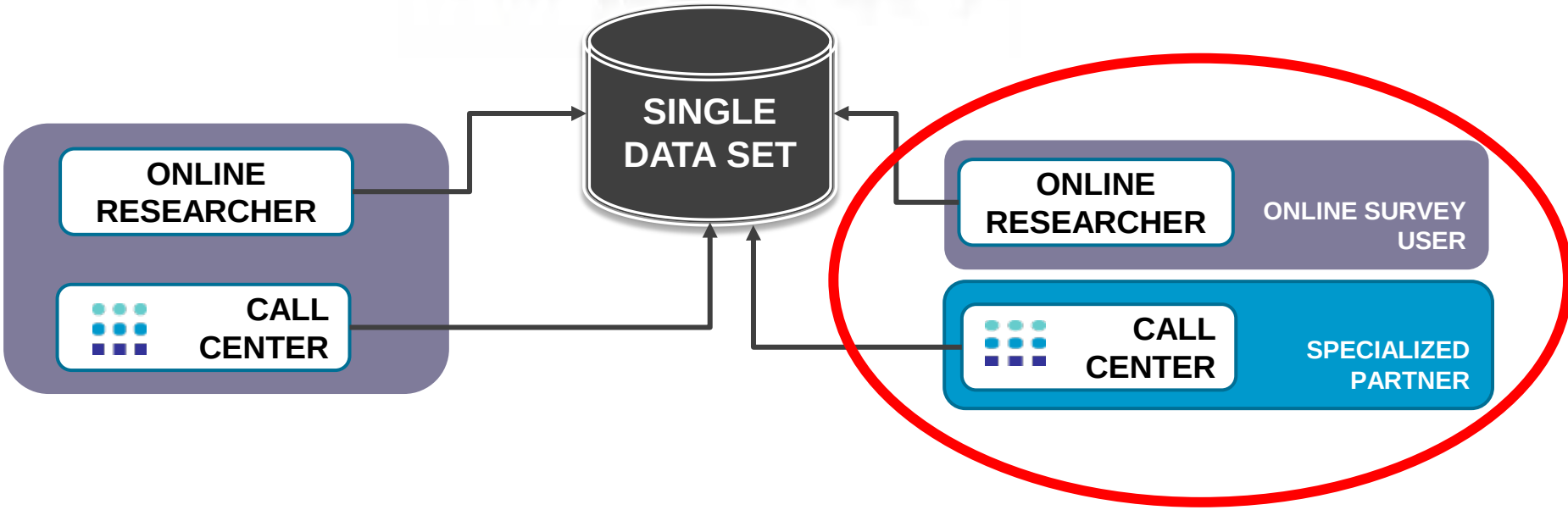
PROJECT SETUP

Company

Call Center

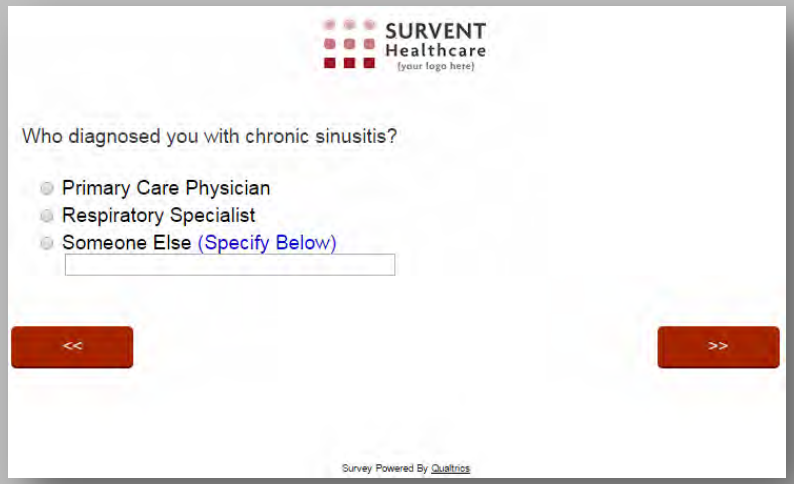
Project

Your Call Center….



@ 2015 Survox

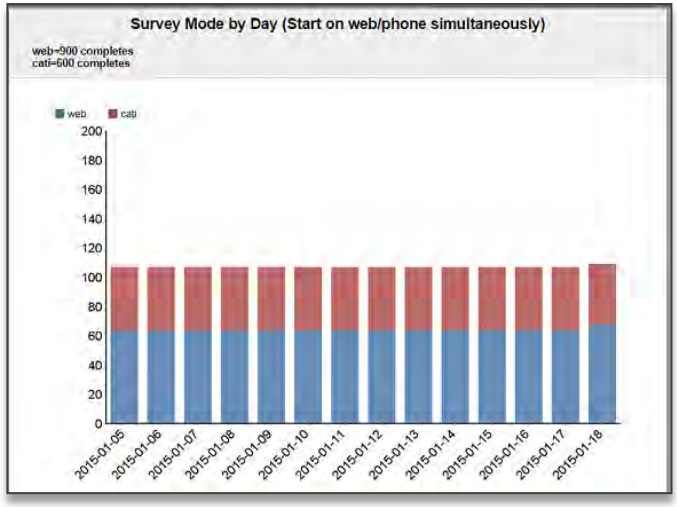
SET-UP MODE-BASED INSTRUCTIONS

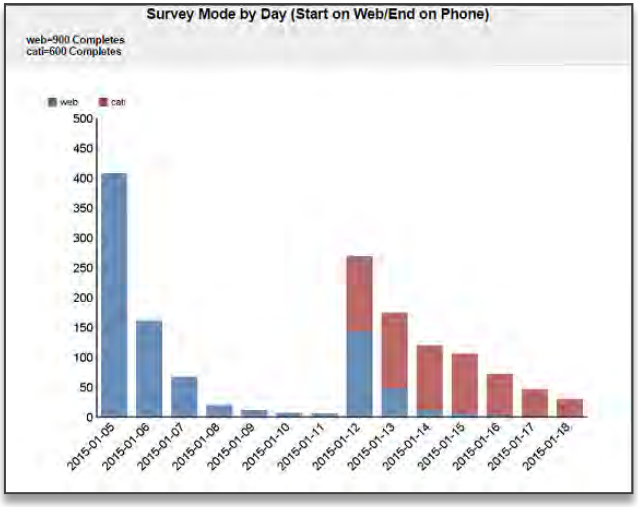


Web Instructions

Phone Instructions

Multi-Mode Data Collections



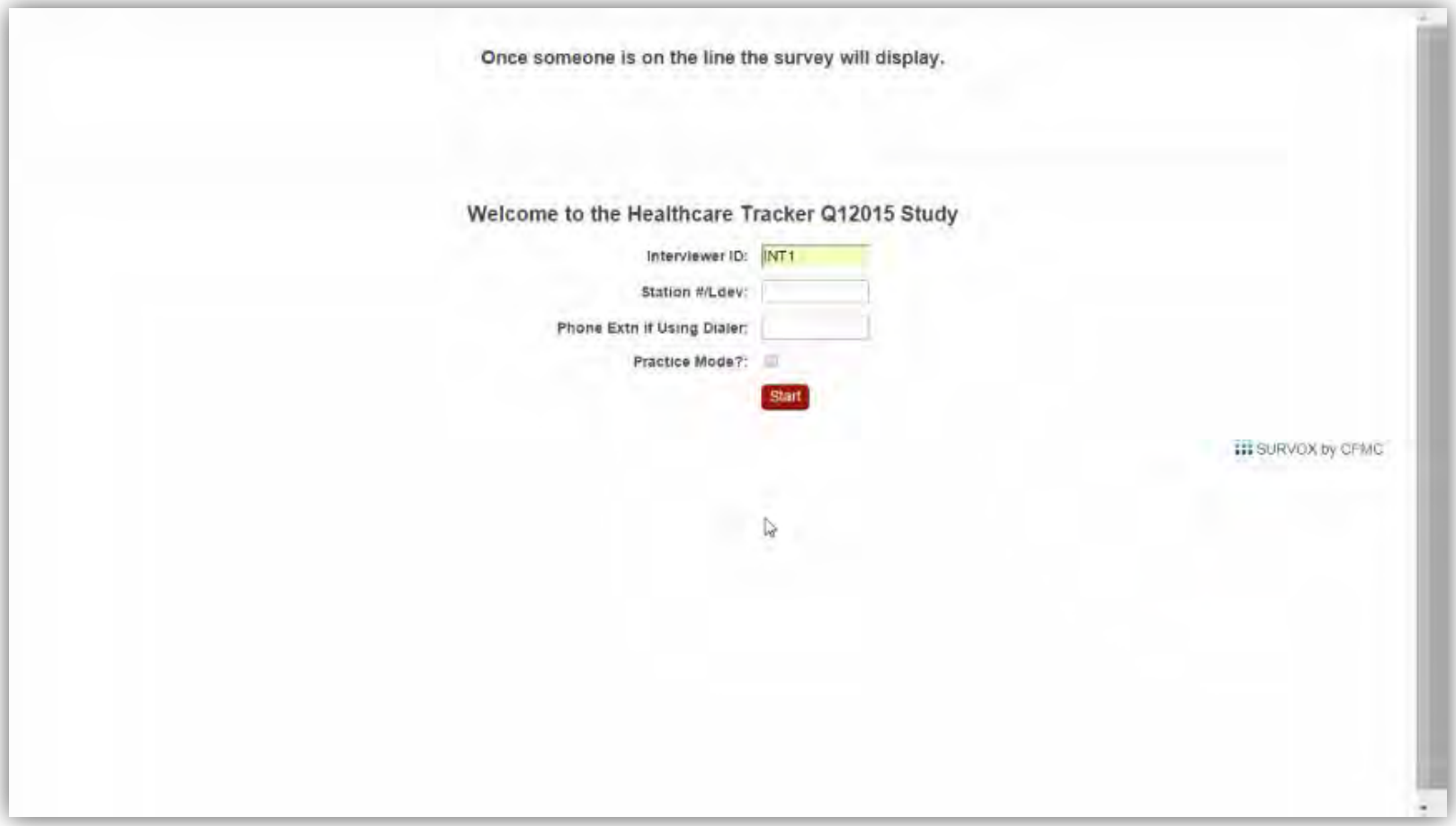


- Mode is tracked by “SurveyType”
  - Qualtrics survey template is pre-configured with SurveyType
- SurveyType
  - Online = Default for all Responses; Phone = Responses Collected with Survox

Mixed Vendor, Multi-Mode Workflow

Function	Technology
Author Questionnaire	Online Survey Platform
Host the Survey	
Invite & Remind	
Sample Management to Dialer	Phone Survey Platform
Interviewer Management	
Call Center Operational Reporting	
Store Data	Online Survey Platform
Analyze & Report	

Interviewer Experience



Mixed Vendor, Multi-Mode Solution

SITUATION

Survox client has a Qualtrics client that needs a phone survey conducted but they do not operate a call center.

RESPONSE

Survox provides the Integration.

Survox client provides the call center.

OUTCOME

Quotas are met and centralized data is used for reporting.

"Now more than ever researchers and data collection companies need multifaceted ways to reach respondents."

Jeff Welch, President and COO, Zylun Insights

Survox IVR + Vendor

@ 2015 Survox

Survox IVR + Vendor

We chose the Survox IVR/Qualtrics solution to reach a larger audience! – Bethani Williams

IVR Only Survey

Survox IVR + Vendor Solution

SITUATION

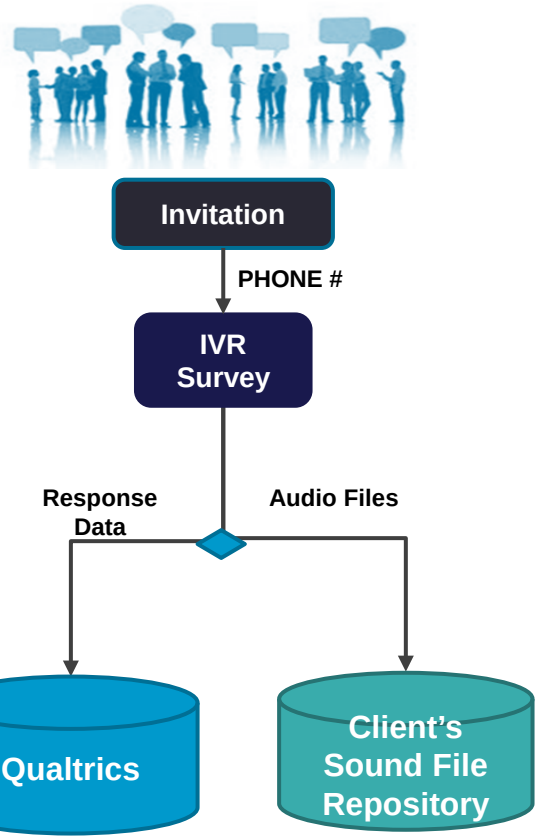
Qualtrics client wants to move away from paper surveys and has many non-internet customers

RESPONSE

Qualtrics client mails an invitation with an 800# to call to use Survox IVR to collect responses.

OUTCOME

Reaches a broader audience. Audio files can be played back to hear responses.



Survox + Vendor Customized Integration

@ 2015 Survox

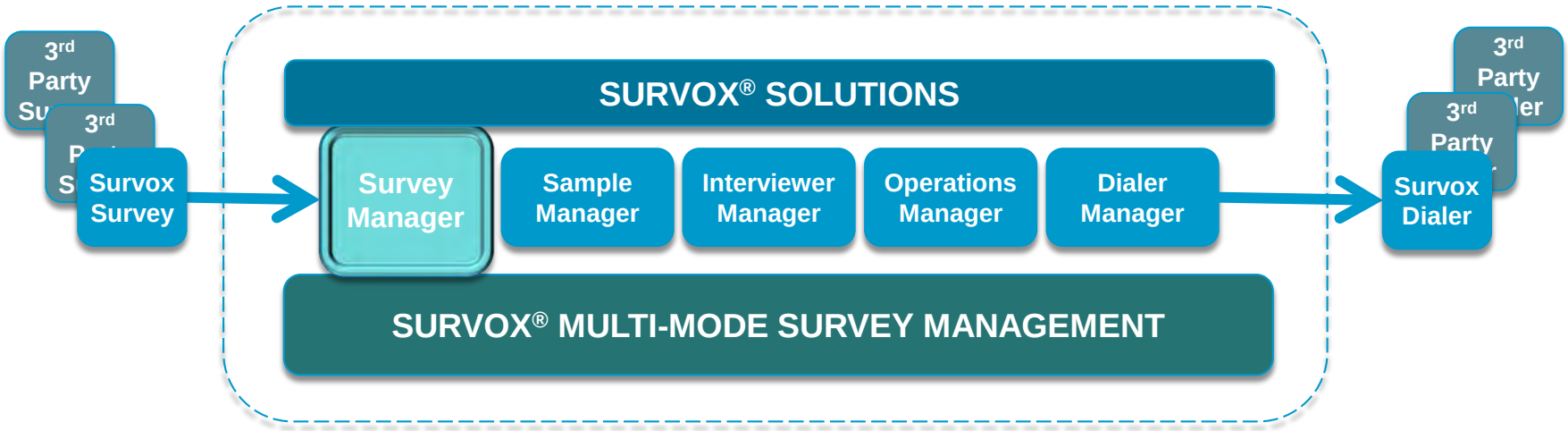
Survox + Vendor Customized Integration

Customize an Integration - Add Phone at any time

Survox Survey Manager

@ 2015 Survox

Survox Survey Manager

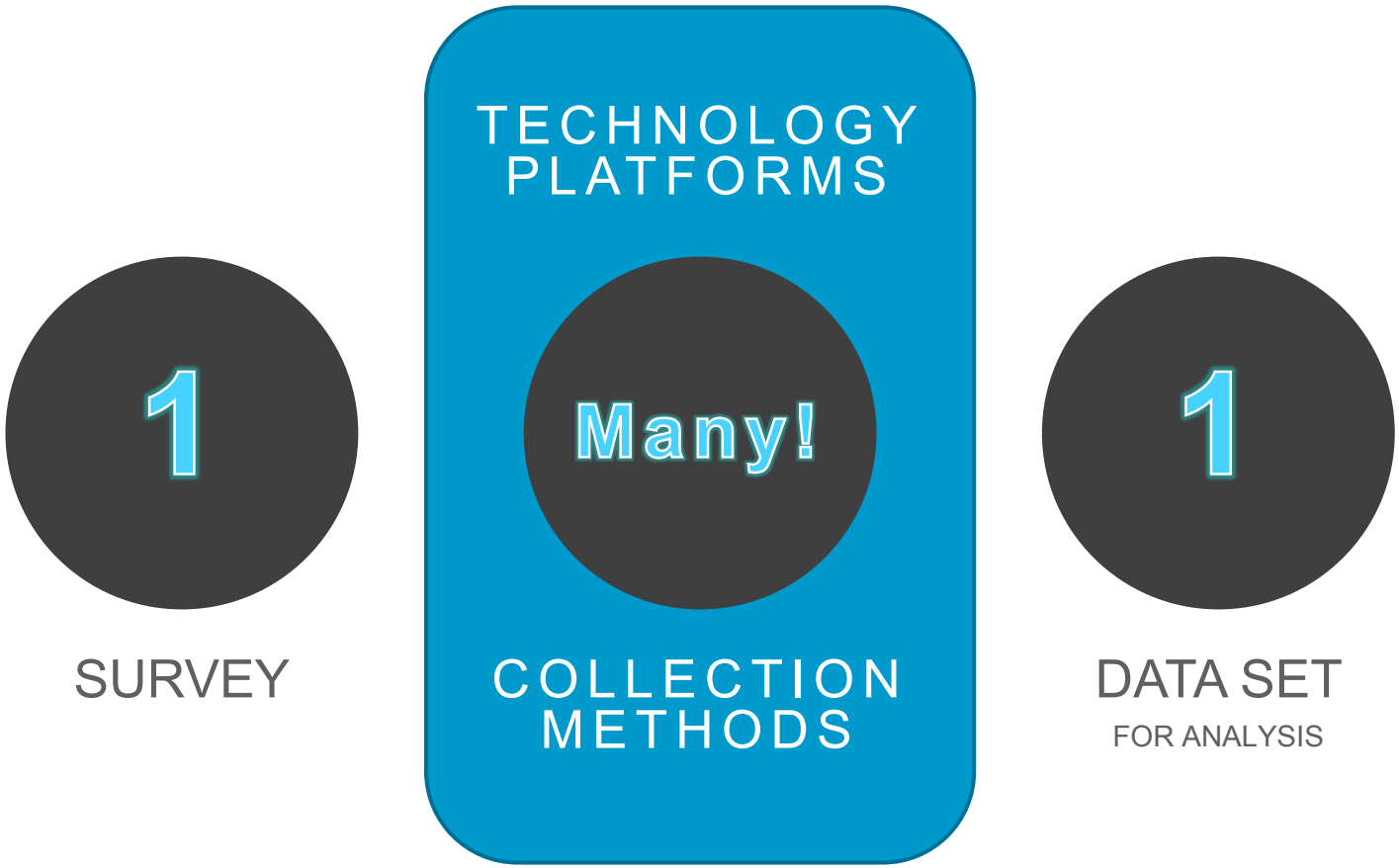


- Offer different vendors
  - Broaden your choices
- Manage quotas across multi-vendors

Coming soon….

@ 2015 Survox

Mixed Modes, Mixed Vendors



Next Steps

- Share this business opportunity with your sales team
  - We've now opened up more opportunities to gain more business
- Review your processes to UPGRADE
  - Upgrade to utilize our multimode solutions
- Learn more at docs.survoxinc.com
  - Download the White Paper on Multimode Solutions
- Review videos on our YouTube Channel
  www.youtube.com/channel/UC7MPS3tpc_C3fr_M6aZxEoQ
- Visit Survox Services Center
  - Request a demo
  - Request training
  - Request a quote for services

Questions?

WWW.SURVOXINC.COM