



# 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

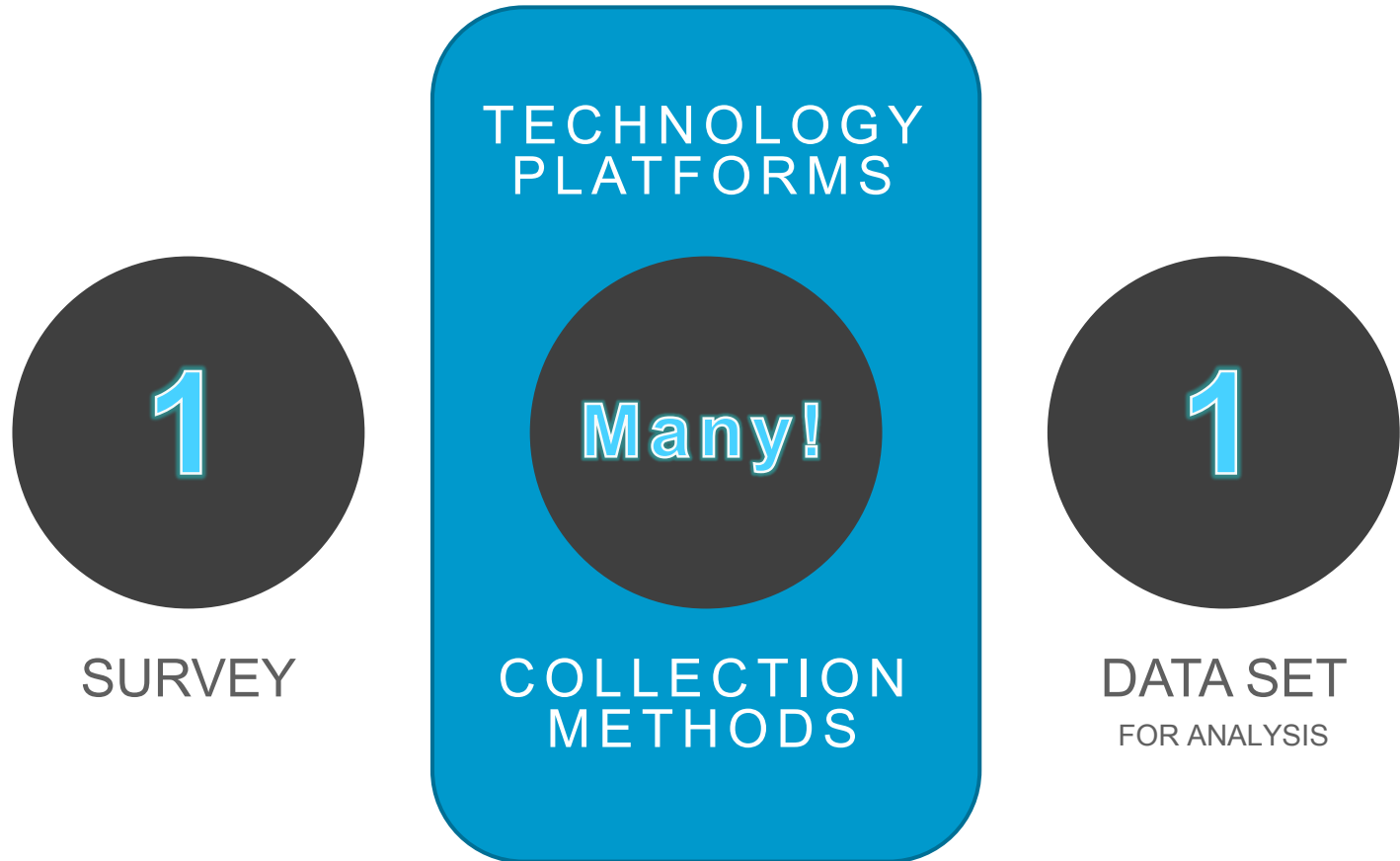
- Survox Multi-Modality Platform
- Survox + Multi-Vendors

## Participants – Client Testimonials

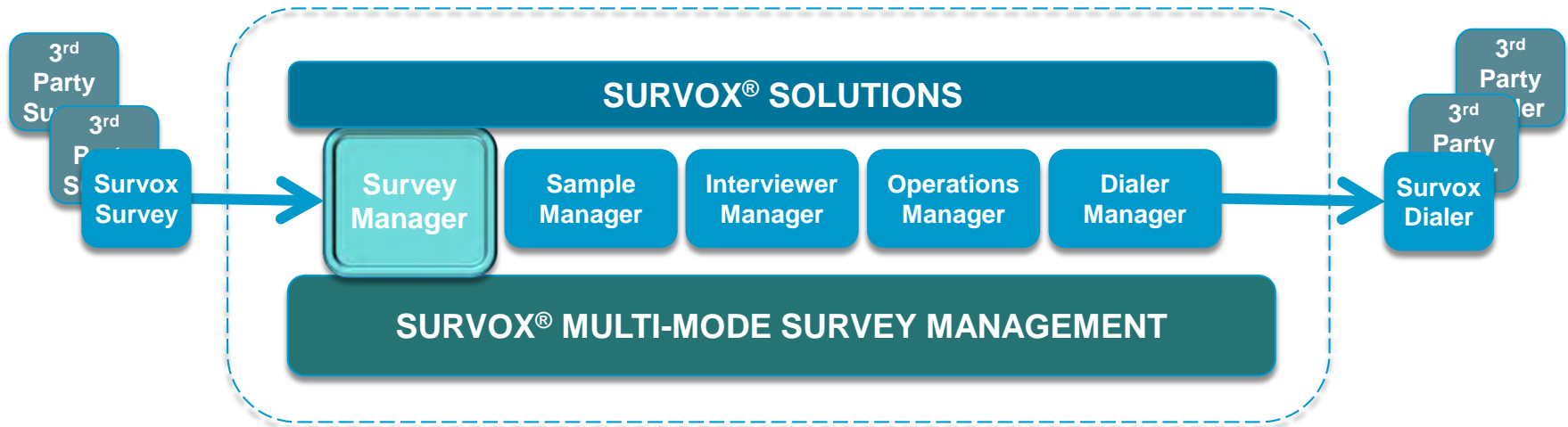
## Next steps

- Upgrade, get training, sign up for a pilot or demo, arrange for consulting, ....

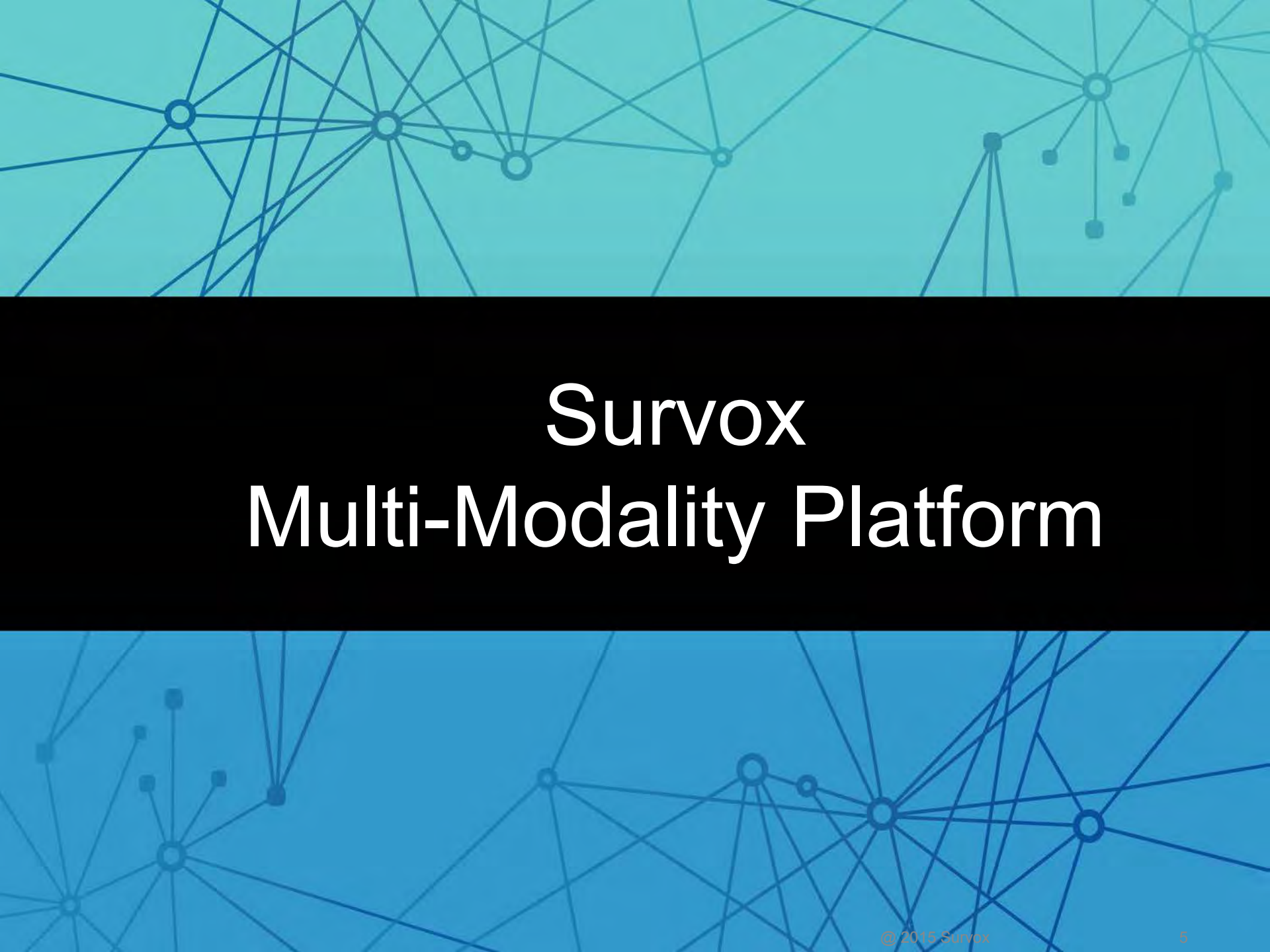
# Mixed Modes, Mixed Vendors



# Survox Survey Manager



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

The background of the slide features a network diagram with various nodes and connecting lines. The top and bottom sections are light blue, while the middle section is black. The network diagram consists of nodes of different shapes (circles and squares) connected by thin lines, creating a complex web of connections.

# Survox Multi-Modality Platform

# Survox Multimode Options

Survox Phone  
+  
Survox Online

## SURVOX SURVEY MANAGER



Survox Phone  
+  
3<sup>rd</sup> Party Online

Customize

Call  
Centers

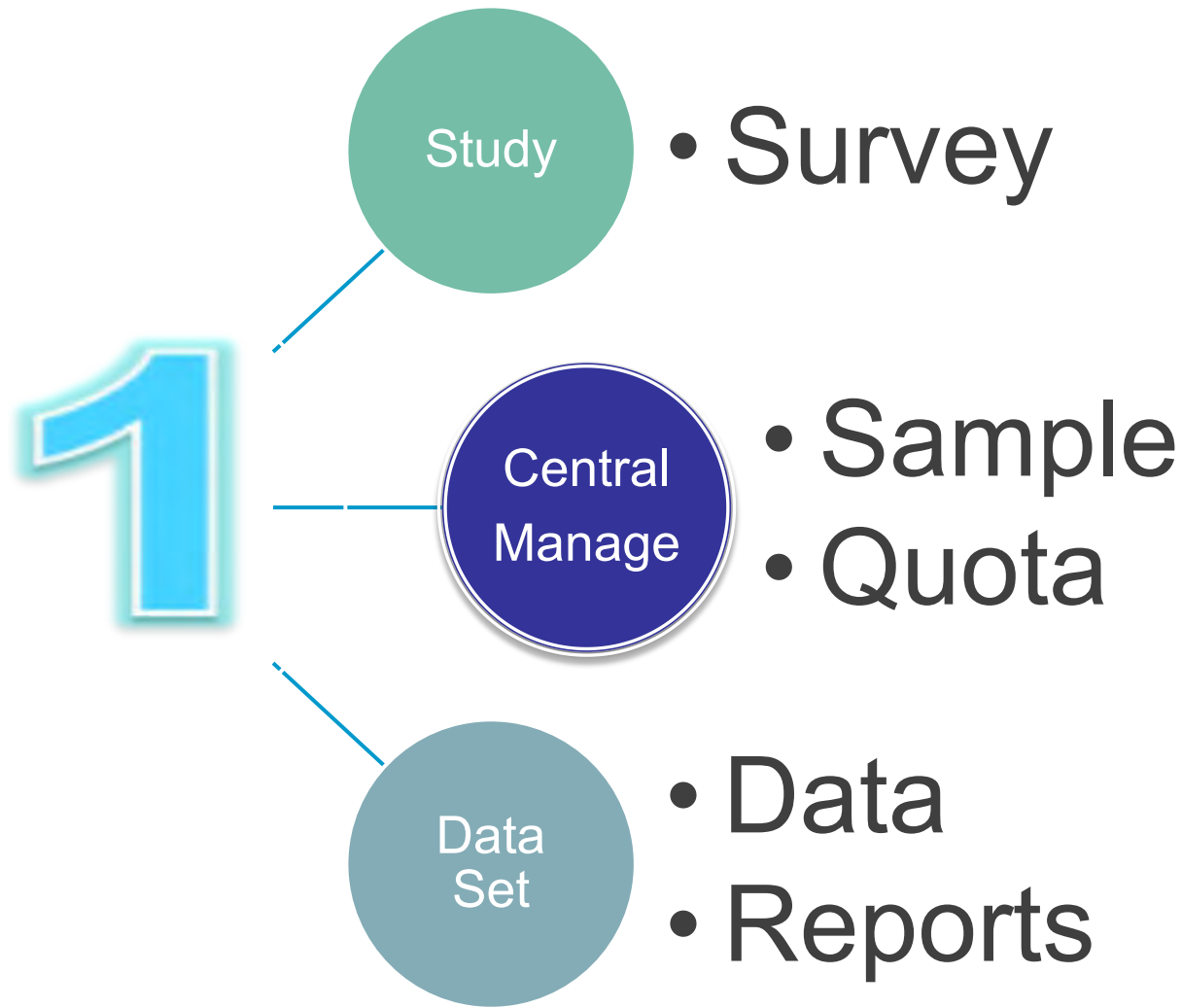
Survox IVR  
+  
Survox Phone  
Survox Online

Survox IVR  
+  
Vendor

A background network diagram with blue lines and nodes. The nodes are represented by circles and squares of varying sizes, connected by thin lines. The diagram is centered on a black horizontal band.

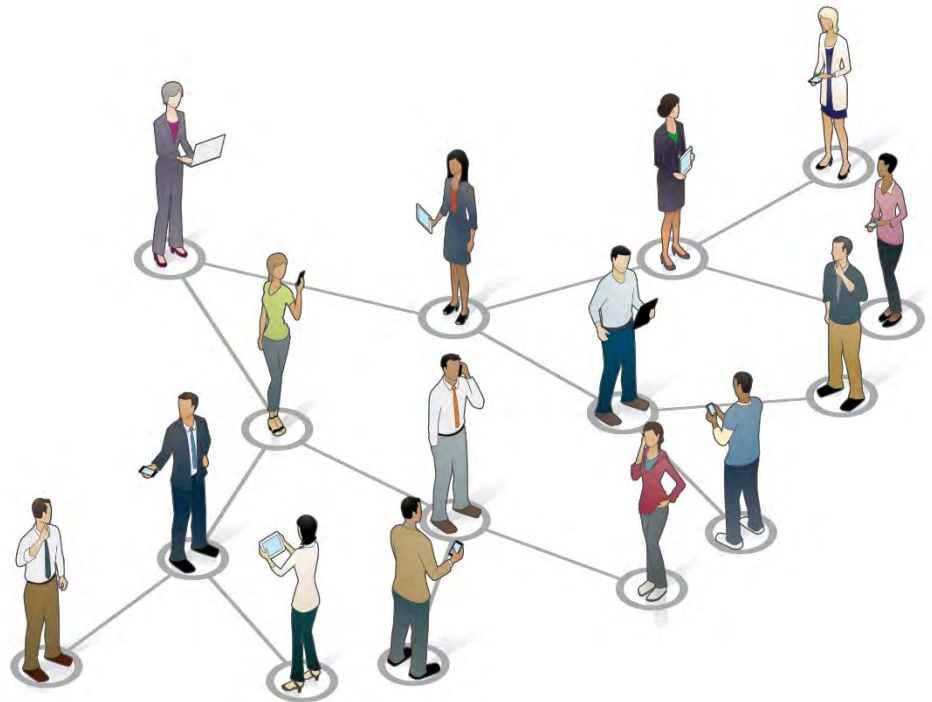
# Survox Phone + Survox Online

# Survox Phone + Survox Online



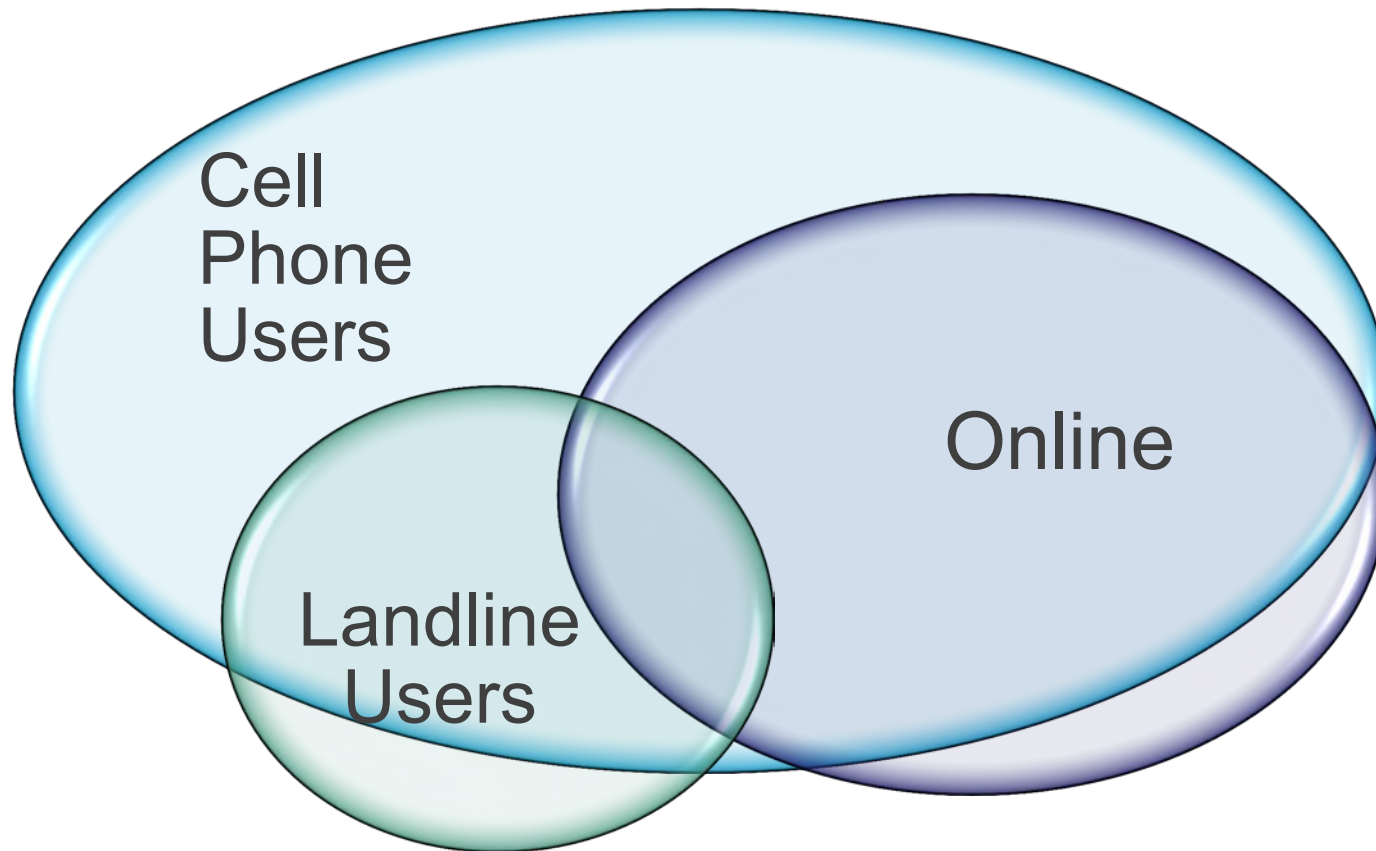


# Survox Phone + Survox Online

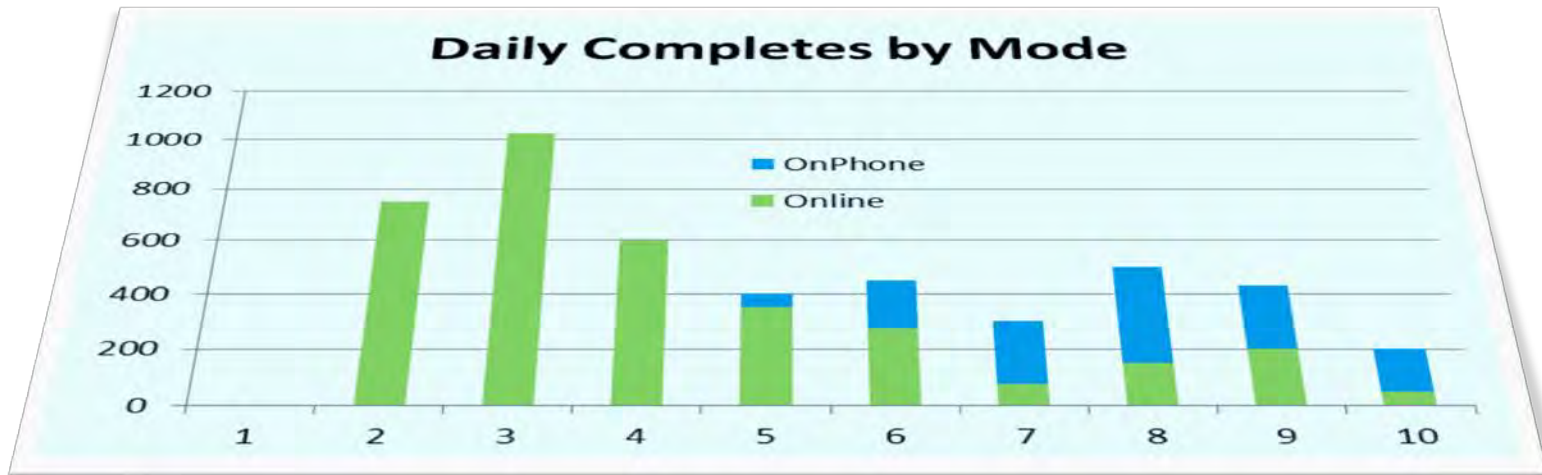


**How do I choose?  
Phone? + Online?**

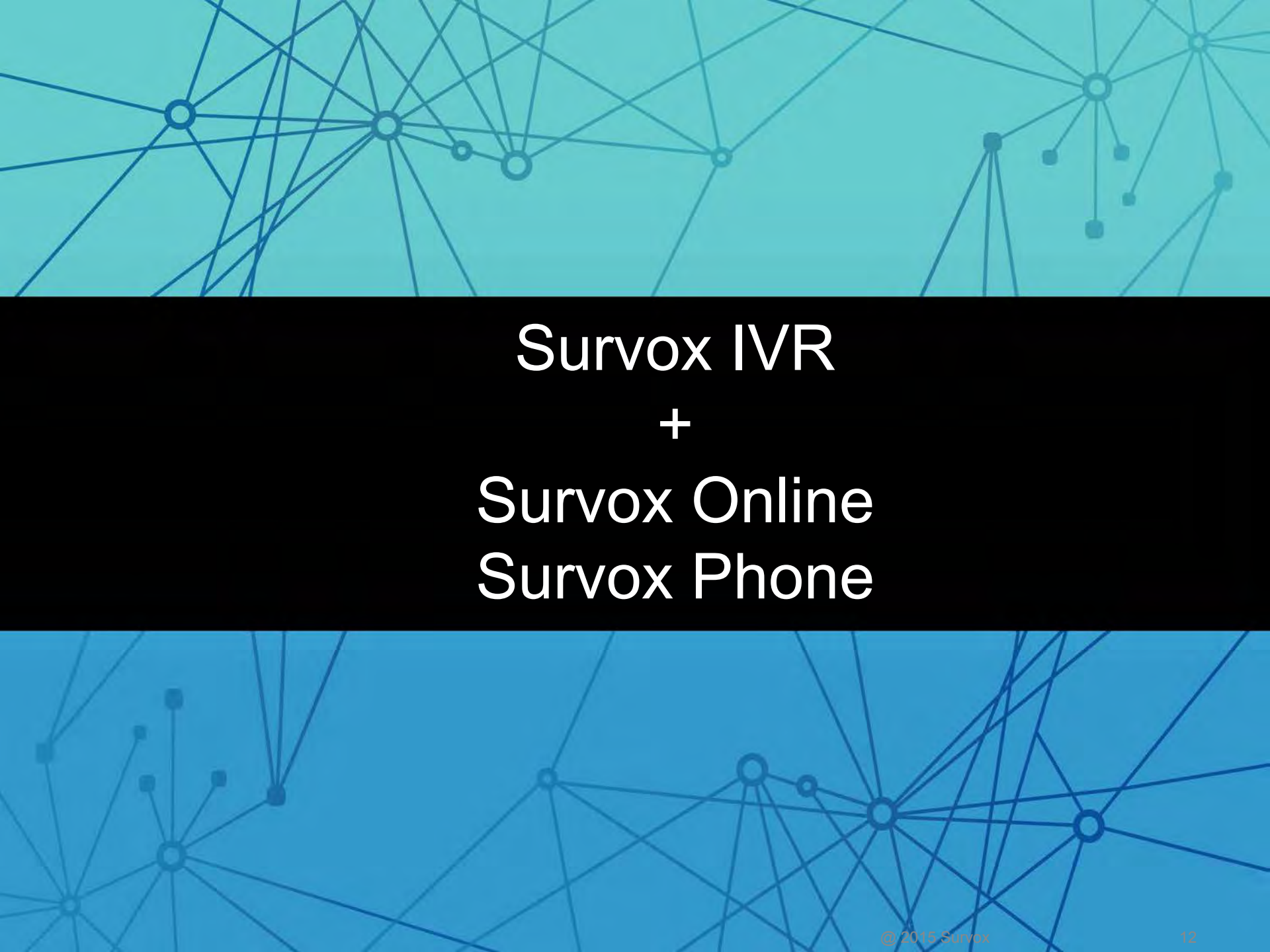
# Survox Phone + Survox Online



# Survox Phone + Survox Online Reporting

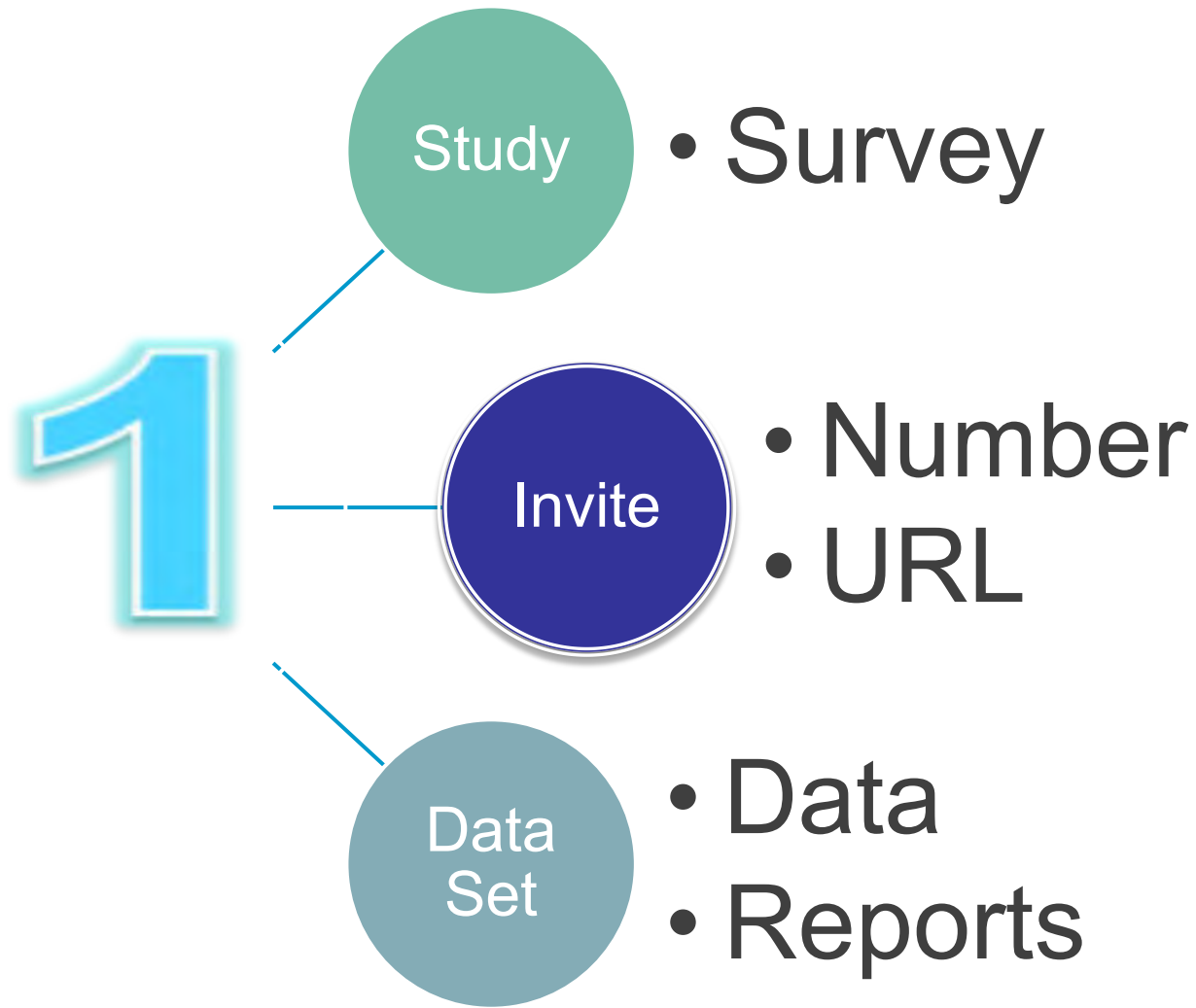


PHONE + ONLINE

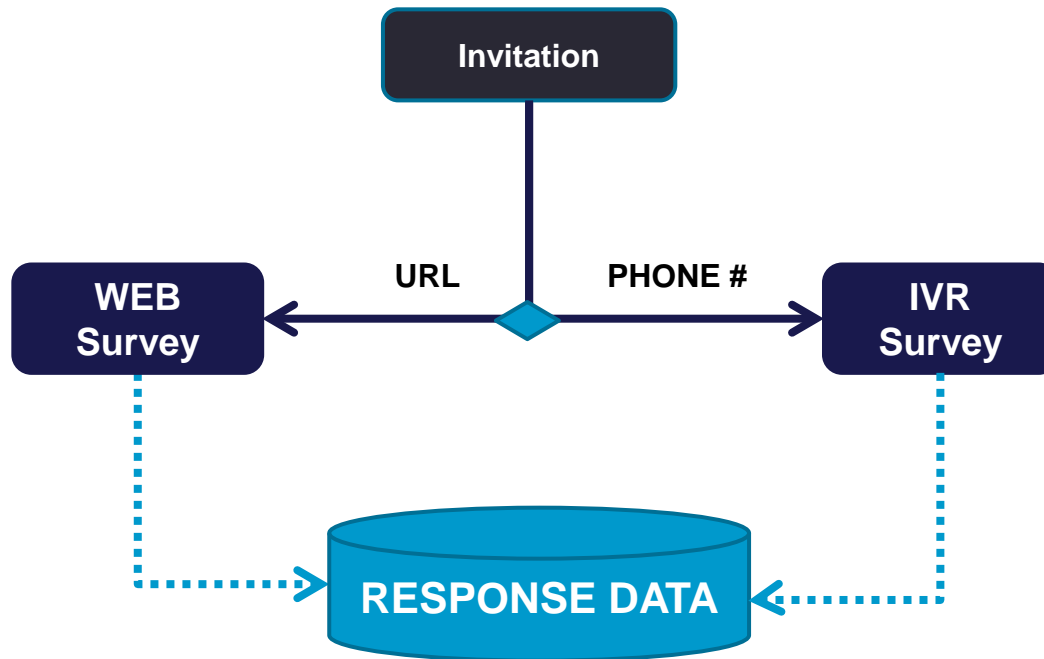
A background network diagram with nodes and connecting lines in shades of blue. The nodes are represented by circles and squares of varying sizes, connected by thin lines. The overall pattern is a complex web of connections.

# Survox IVR + Survox Online Survox Phone

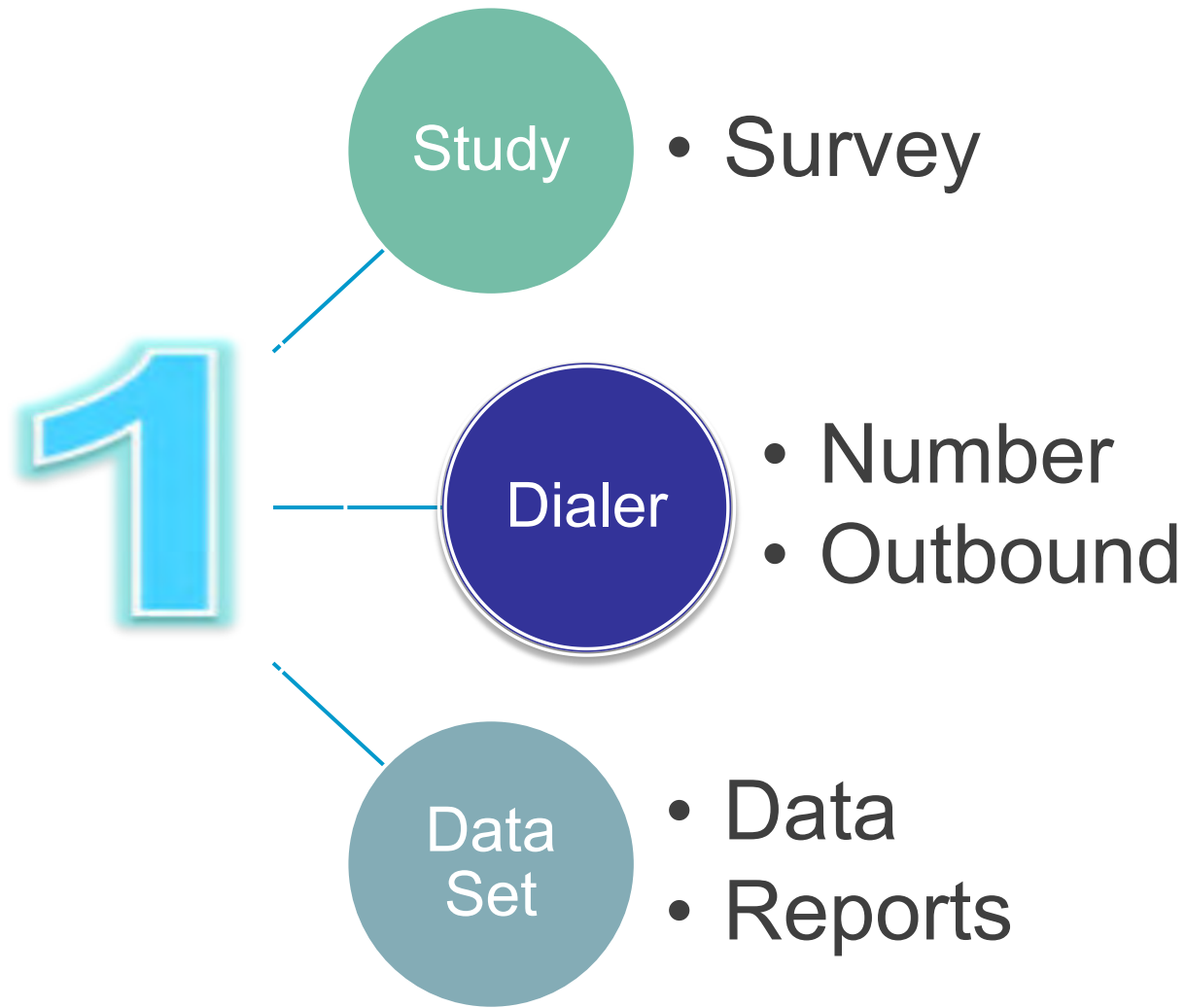
# Survox IVR + Survox Online



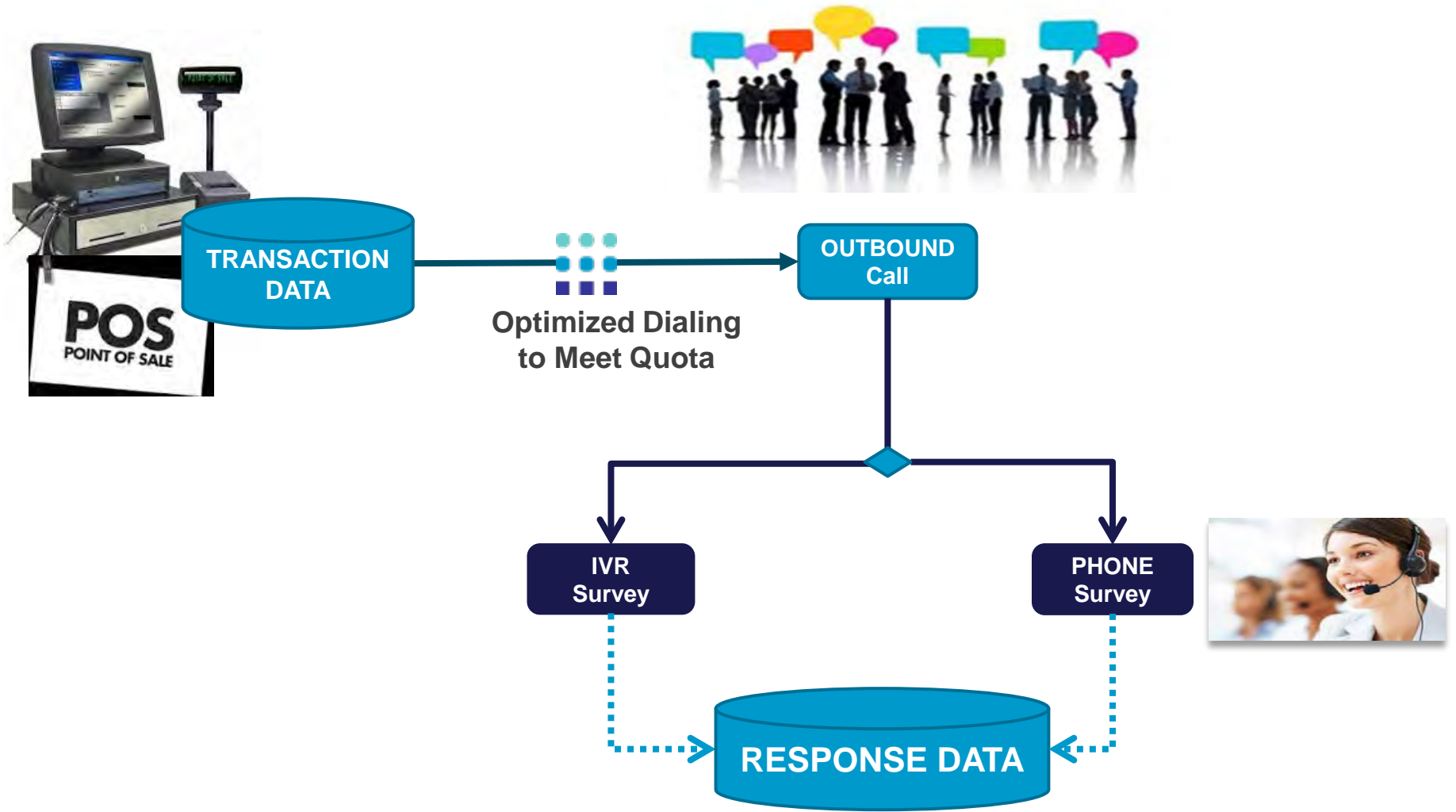
# Survox IVR + Survox Online Workflow




# Survox IVR + Survox Phone



# Survox IVR + Survox Phone Workflow

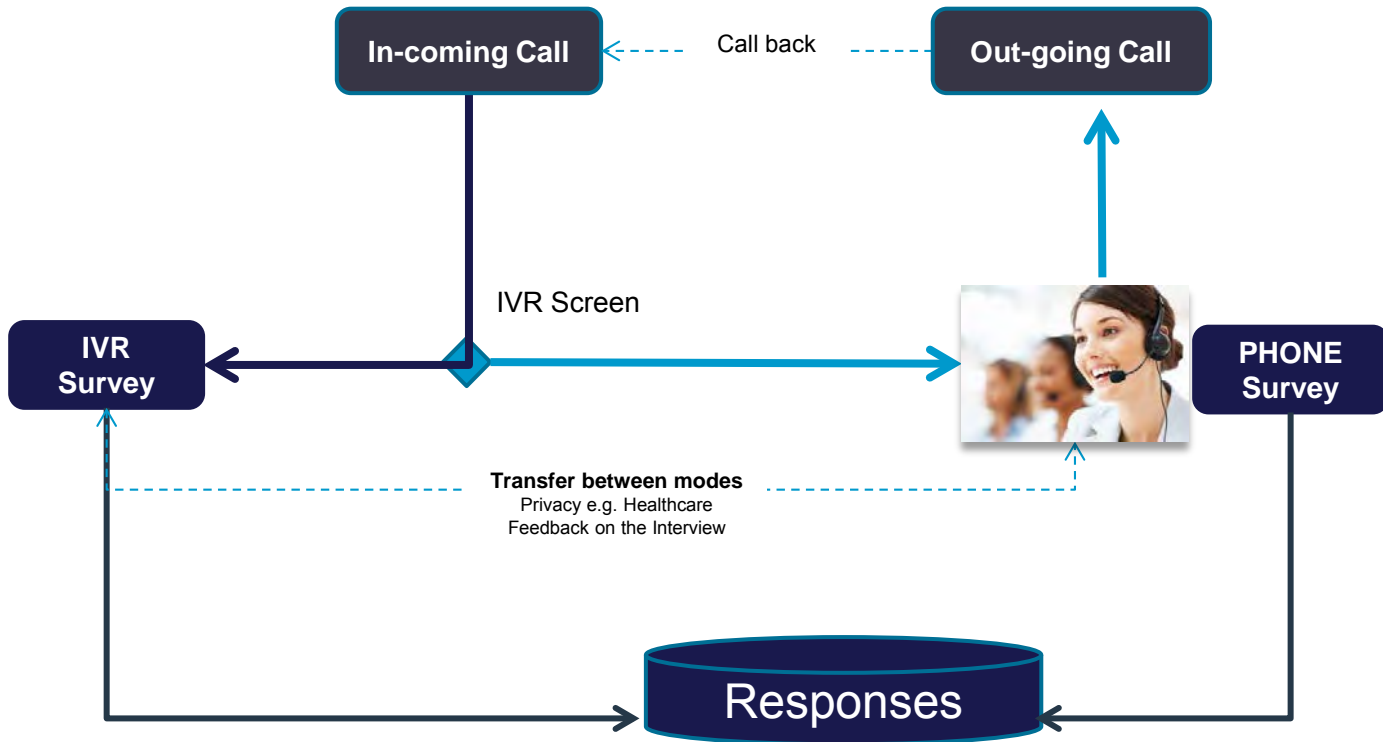




A background network diagram with nodes and connecting lines in shades of blue. The nodes are represented by circles and squares of varying sizes, connected by thin lines. The overall pattern is a complex web of connections.

# Survox IVR + Call Centers

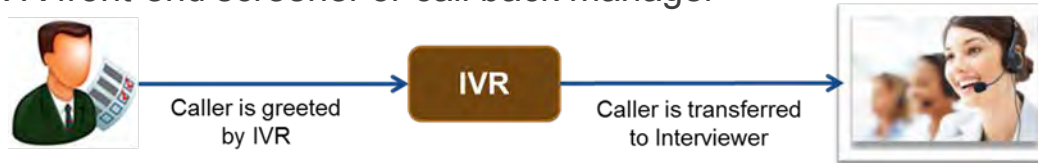
# Survox IVR + Call Centers



# 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



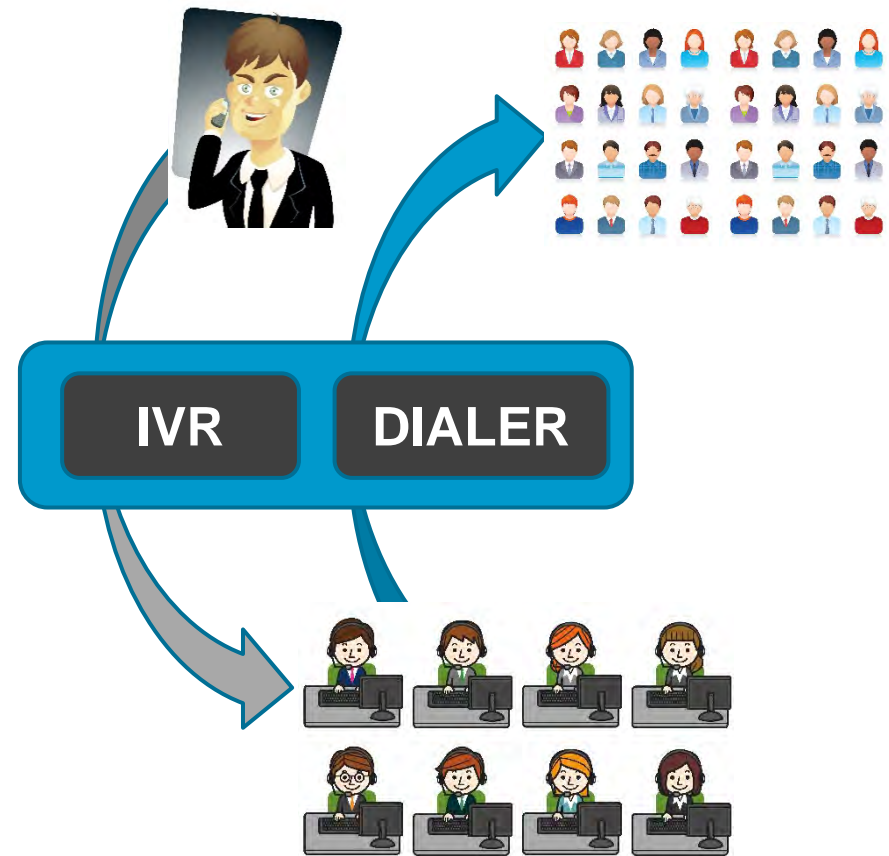
# Survox IVR + Call Centers

## 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



## 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**

The background of the slide features a network diagram with various nodes and connecting lines. The top and bottom sections are light blue, while the middle section is black. The network diagram consists of several nodes, some represented by circles and others by squares, connected by thin lines. The nodes are distributed across the entire slide, with a higher density in the top and bottom sections.

# Survox Phone + 3<sup>rd</sup> Party Online

## PROJECT SETUP



Company

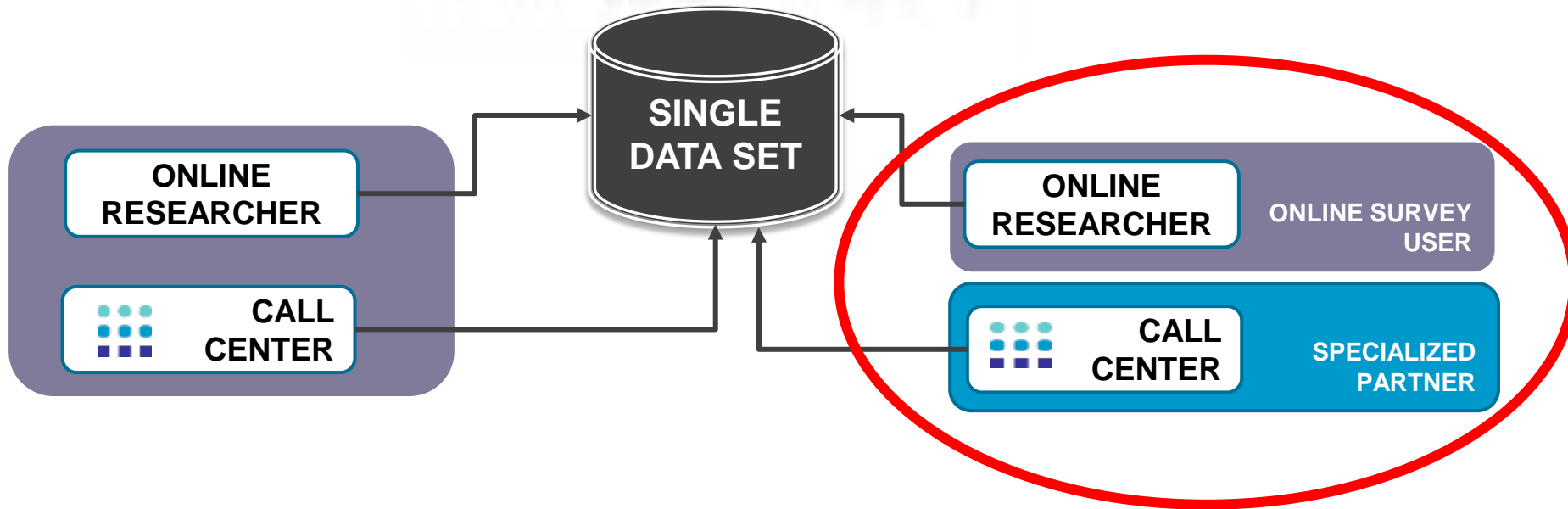


Call Center



Project

# Your Call Center....





# SET-UP MODE-BASED INSTRUCTIONS

**SURVENT Healthcare**  
(your logo here)

Who diagnosed you with chronic sinusitis?

- Primary Care Physician
- Respiratory Specialist
- Someone Else (Specify Below)

<< >>

Survey Powered By **Qualtrics**

Web Instructions

**SURVENT Healthcare**  
(your logo here)

Who diagnosed you with chronic sinusitis?

**READ: Your Primary Care Physician, a Respiratory Specialist, or Someone else?**

- Primary Care Physician
- Respiratory Specialist
- Someone Else (Specify Below)

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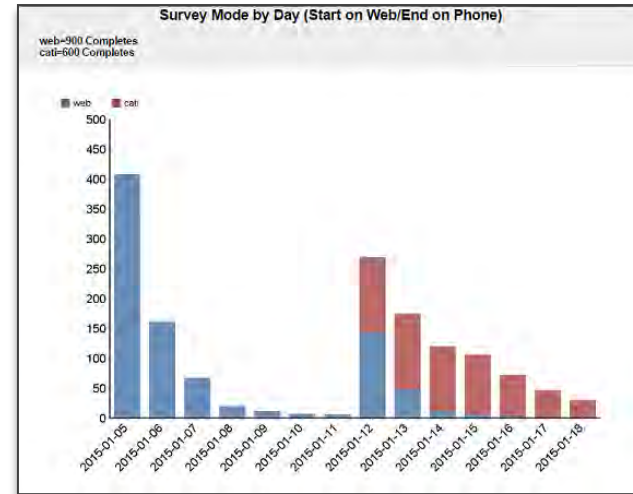
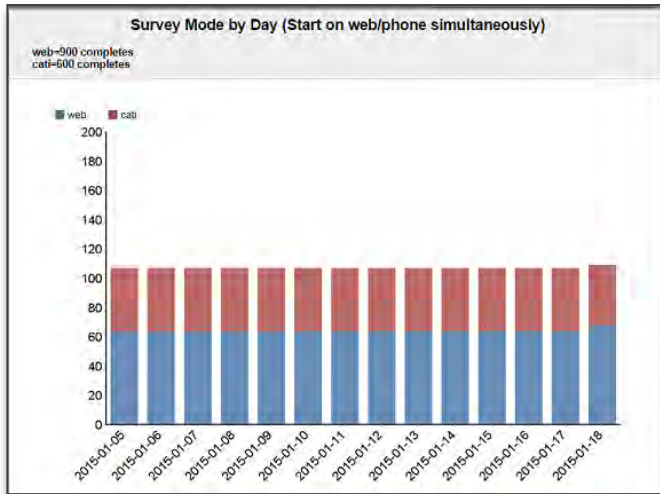
Survey Powered By **Qualtrics**

Suspend Terminate Complete

**SURVOX** by CFMC

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

Once someone is on the line the survey will display.


Welcome to the Healthcare Tracker Q12015 Study

Interviewer ID:

Station #/Ldev:

Phone Extn if Using Dialer:

Practice Mode?:



# 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

A background graphic consisting of a network of interconnected nodes and lines. The nodes are represented by small circles and squares, and the lines are thin, light blue lines connecting them. The overall color scheme is a gradient of blue, from a darker blue at the top to a lighter blue at the bottom.

# Survox IVR + Vendor

# 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

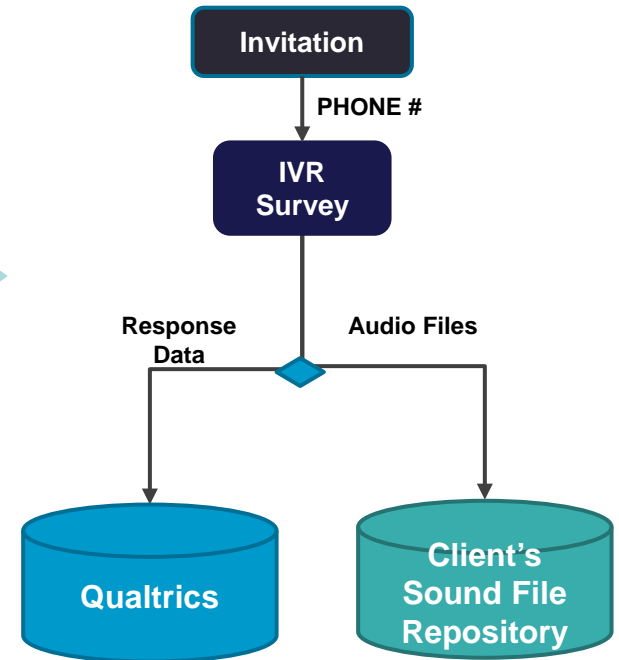
Qualtrics client wants to move away from paper surveys and has many non-internet customers

## 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.





A network diagram background consisting of a complex web of thin blue lines connecting various nodes. The nodes are represented by small circles and squares, some of which are larger and more prominent than others. The overall color scheme is a gradient of blues, from light to dark.

# Survox + Vendor Customized Integration

# Survox + Vendor Customized Integration

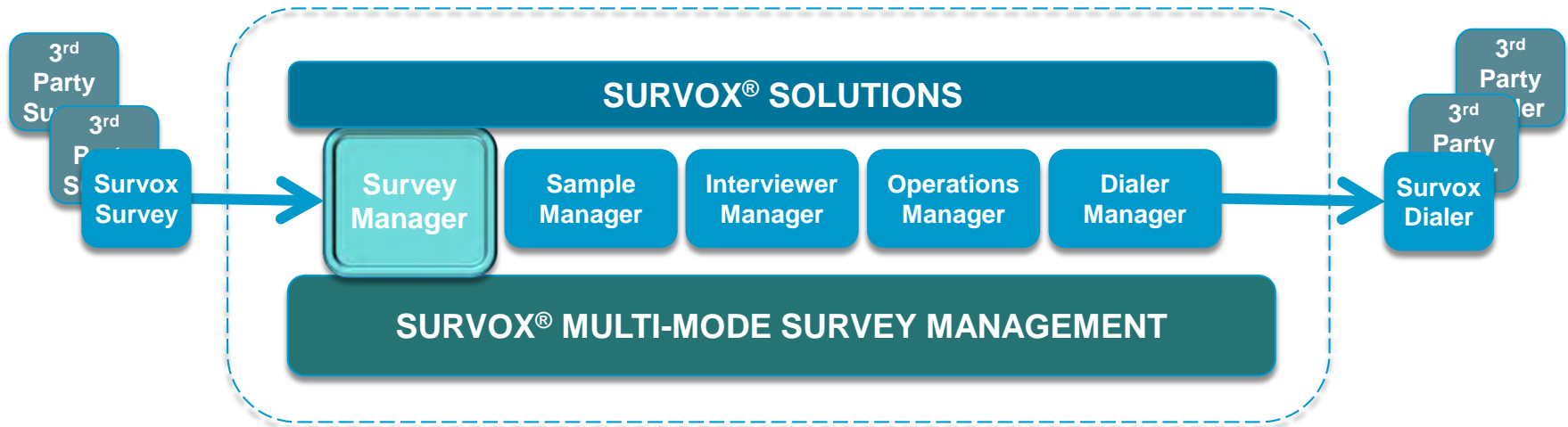
Customize an Integration - Add Phone at any time



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# Survox Survey Manager

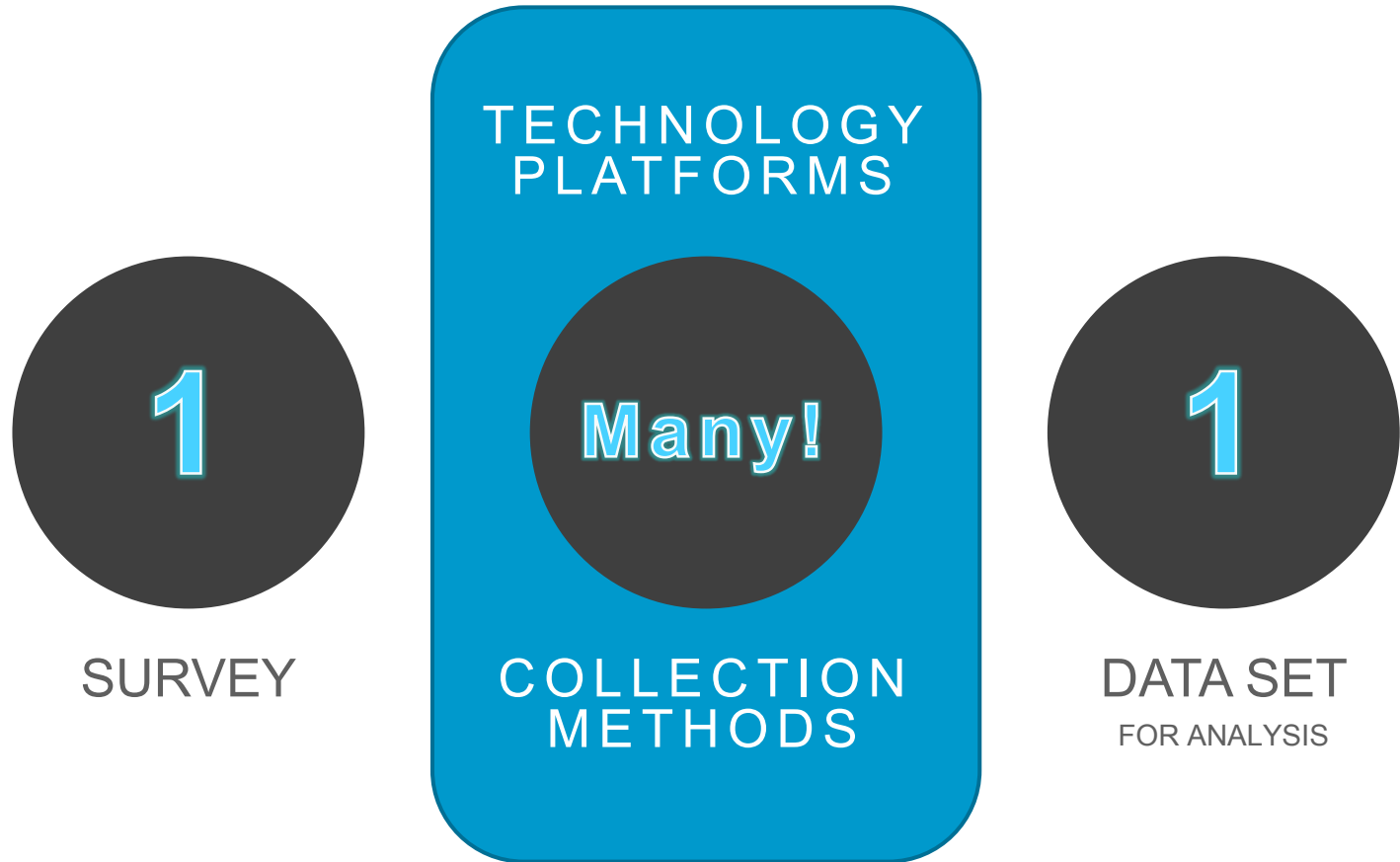
# Survox Survey Manager



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

Coming soon....

# Mixed Modes, Mixed Vendors



# Next Steps

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- ⌘ 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](https://docs.survoxinc.com)
  - ▣ Download the White Paper on Multimode Solutions
  
- ⌘ Review videos on our YouTube Channel  
[www.youtube.com/channel/UC7MPS3tpc\\_C3fr\\_M6aZxEoQ](https://www.youtube.com/channel/UC7MPS3tpc_C3fr_M6aZxEoQ)
  
- ⌘ Visit [Survox Services Center](#)
  - ▣ Request a demo
  - ▣ Request training
  - ▣ Request a quote for services

The image features a background of a network diagram with various nodes and connecting lines. The top and bottom sections are light blue, while the middle section is a solid black bar. The network diagram consists of nodes of different shapes (circles and squares) and sizes, connected by thin lines. Some nodes are larger and have more connections, while others are smaller and have fewer connections. The overall structure is a complex, interconnected web.

Questions?



[WWW.SURVOXINC.COM](http://WWW.SURVOXINC.COM)