




## HIGHLIGHTS

- Listening to voice of the customer
- Improved Services Strategy
- Easy to use, business user level interface with compelling statistics
- Improved Agent Coaching
- Reduce Customer Churn
- Determine customer insights
- Unlimited questionnaires and on demand responses

 Create and customize a survey to determine customer expectations

 Ability to create multichannel survey based on marketing campaign

## Pointel Survey

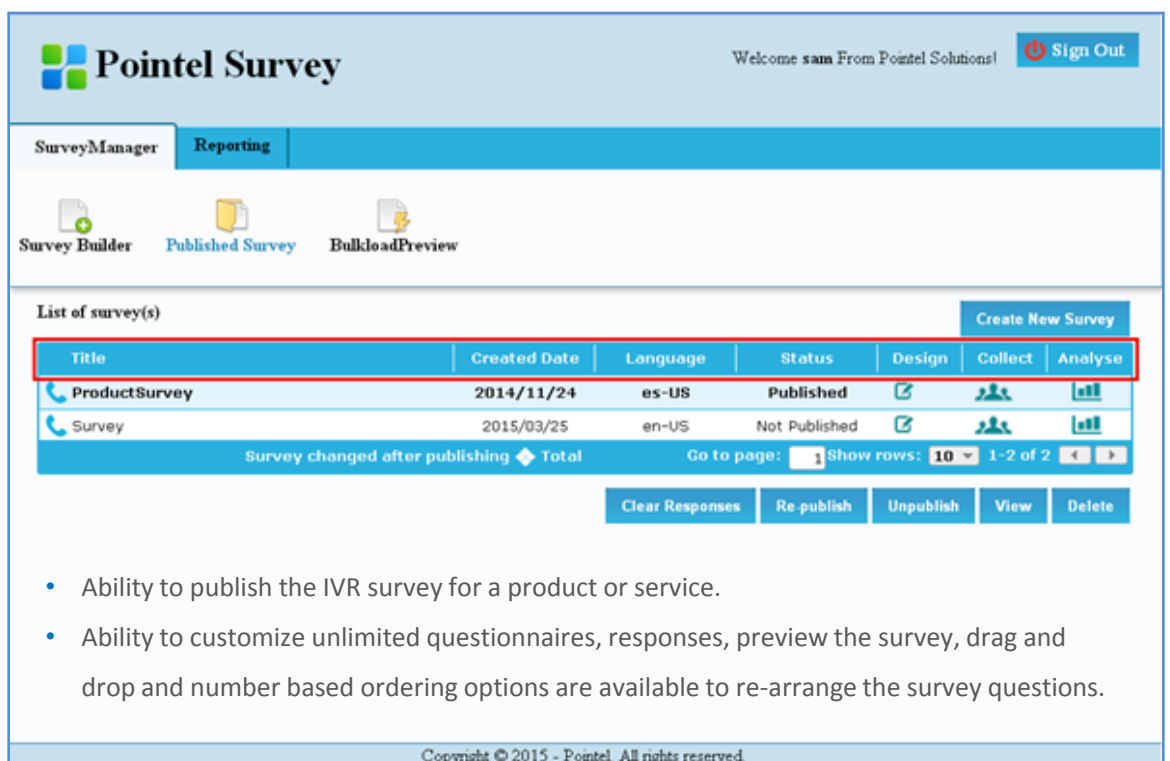
### LEARN FROM YOUR CUSTOMER EXPERIENCE

Recognizing your customer satisfaction is the key factor to success in any type of business. The best way to understand your customers is to conduct a survey. We offer a user friendly, web based application “Pointel Survey” that enables you to develop, distribute, collect and analyze survey responses. Through this Analysis you can evaluate the net promoter score (NPS) and consumer behavior towards organization growth.

Pointel survey application helps businesses to gain competitive edge through customer experience surveys and increased product/service quality. You can develop survey for various media channels such as Voice, Email and SMS.

Pointel Survey is a closed-loop feedback solution specifically designed for business users to create, publish and analyze survey results to assess customer satisfaction levels and improve the customer loyalty to meet customer’s expectations on a day-to-day basis.

### Create a survey in “simple one point-click” business user interface



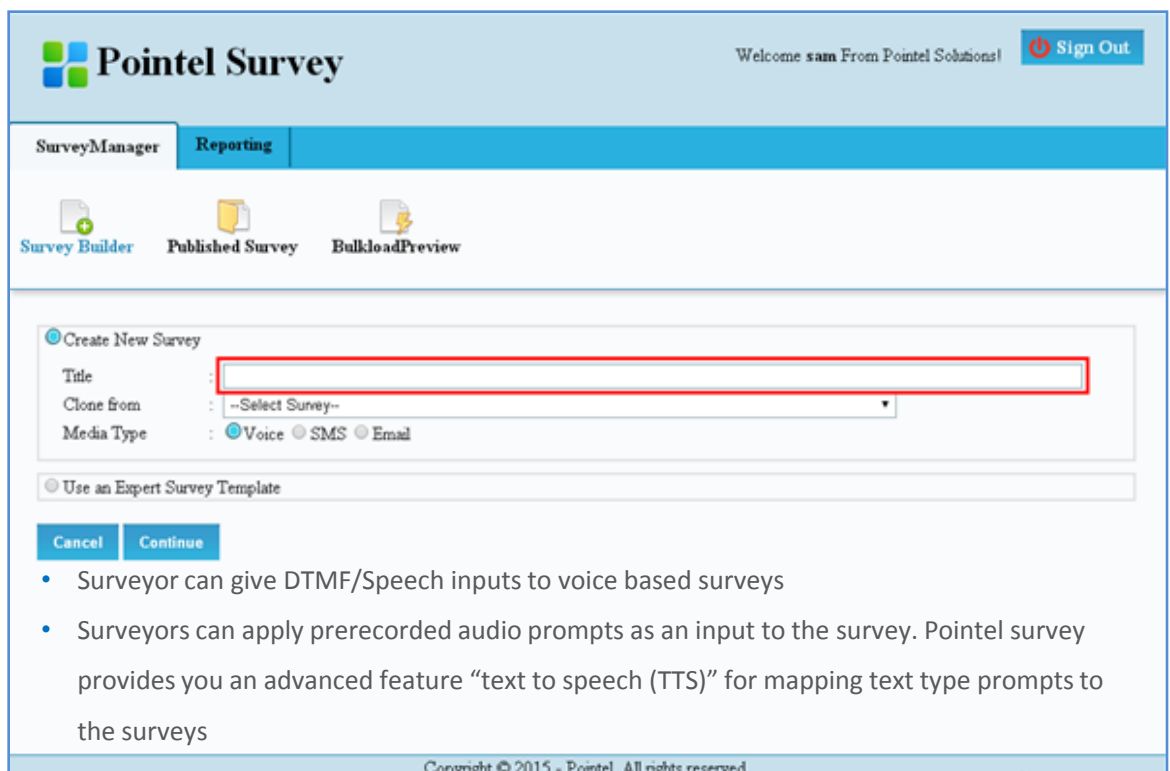
The screenshot shows the Pointel Survey dashboard. At the top, it says "Welcome sam From Pointel Solutions!" and has a "Sign Out" button. Below the header, there are tabs for "SurveyManager" and "Reporting". Under "SurveyManager", there are icons for "Survey Builder", "Published Survey", and "BulkloadPreview". The main content area is titled "List of survey(s)" and contains a table with the following data:

Title	Created Date	Language	Status	Design	Collect	Analyse
ProductSurvey	2014/11/24	es-US	Published			
Survey	2015/03/25	en-US	Not Published			

Below the table, there are buttons for "Clear Responses", "Re-publish", "Unpublish", "View", and "Delete". A "Create New Survey" button is also visible in the top right corner of the table area.

- Ability to publish the IVR survey for a product or service.
- Ability to customize unlimited questionnaires, responses, preview the survey, drag and drop and number based ordering options are available to re-arrange the survey questions.

### Capture customer responses from media types such as Voice, Email, SMS



The screenshot shows the "Create New Survey" form in the Pointel Survey application. The form has the following fields:

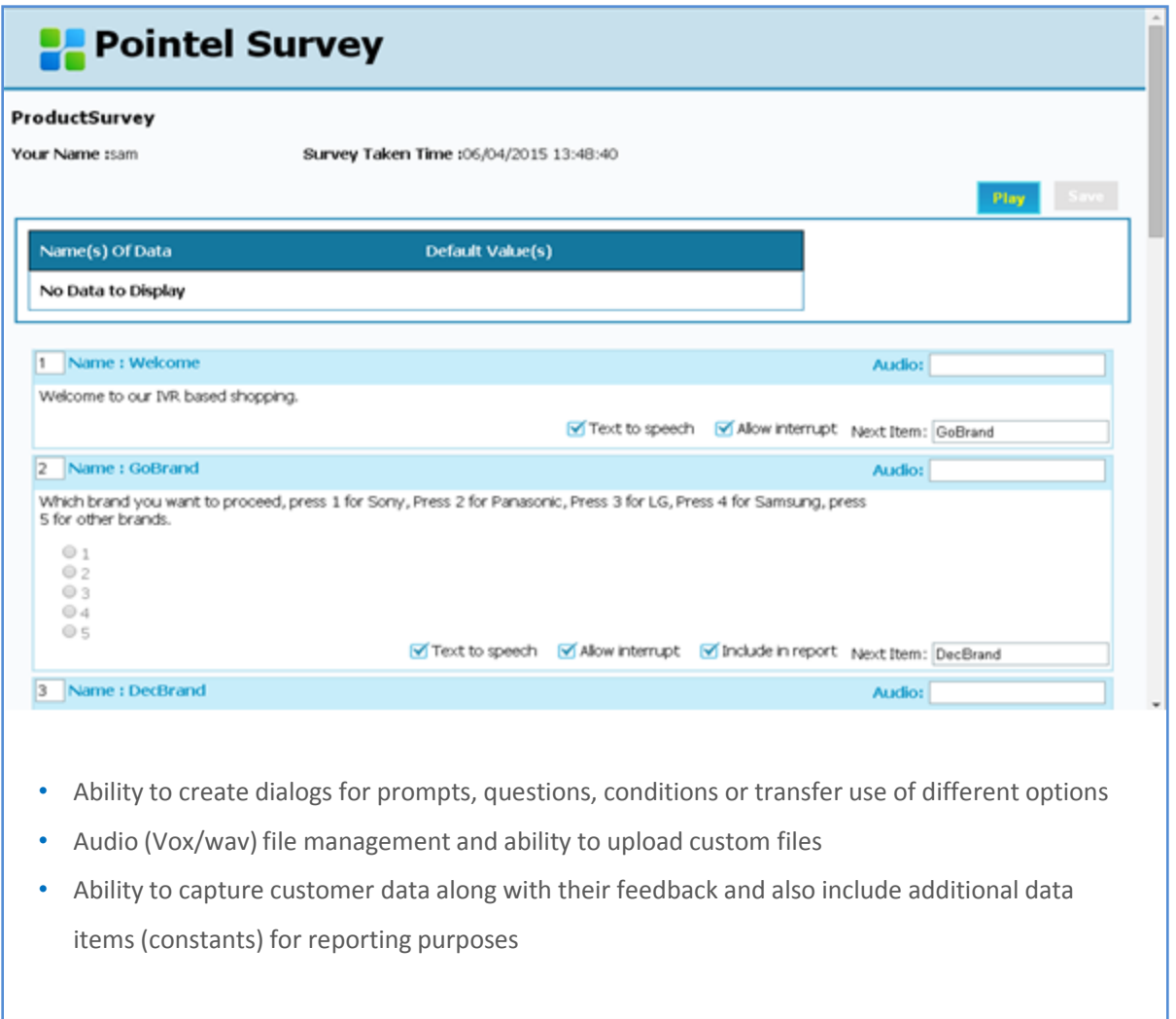
- Title:** A text input field with a red border.
- Clone from:** A dropdown menu with "--Select Survey--" selected.
- Media Type:** Radio buttons for "Voice", "SMS", and "Email". "Voice" is selected.

At the bottom of the form, there are "Cancel" and "Continue" buttons. The footer of the page says "Copyright © 2015 - Pointel All rights reserved."

- Surveyor can give DTMF/Speech inputs to voice based surveys
- Surveyors can apply prerecorded audio prompts as an input to the survey. Pointel survey provides you an advanced feature “text to speech (TTS)” for mapping text type prompts to the surveys

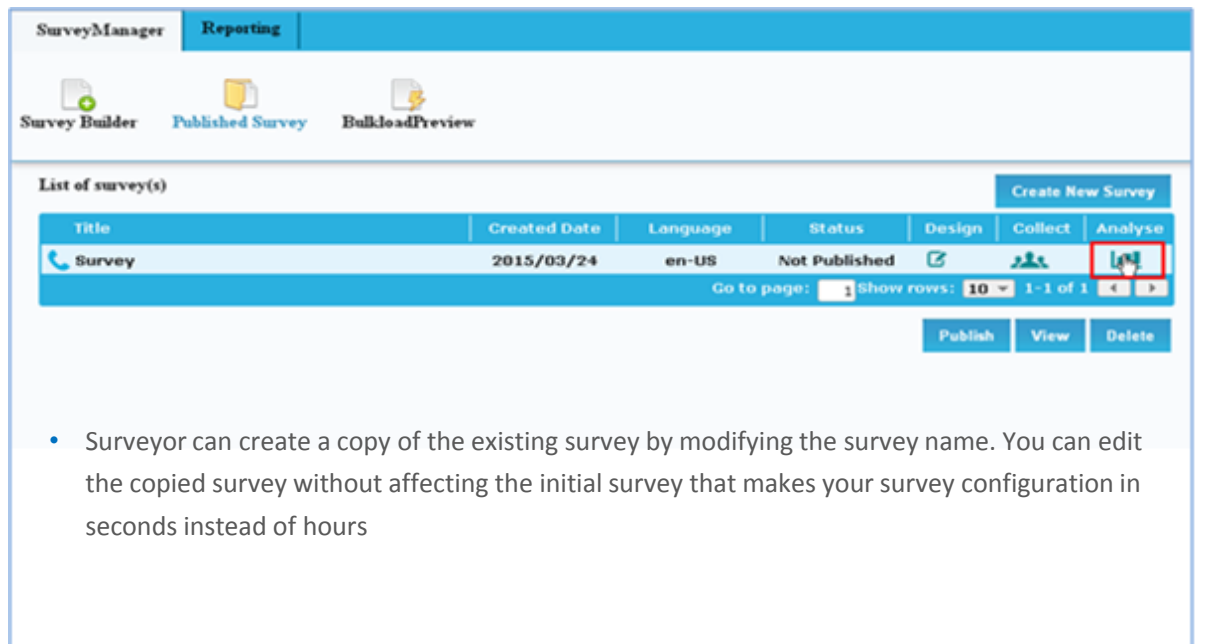
Number based ordering options to re-arrange the survey questions

Ability to preview the survey and play the call flow



- Ability to create dialogs for prompts, questions, conditions or transfer use of different options
- Audio (Vox/wav) file management and ability to upload custom files
- Ability to capture customer data along with their feedback and also include additional data items (constants) for reporting purposes

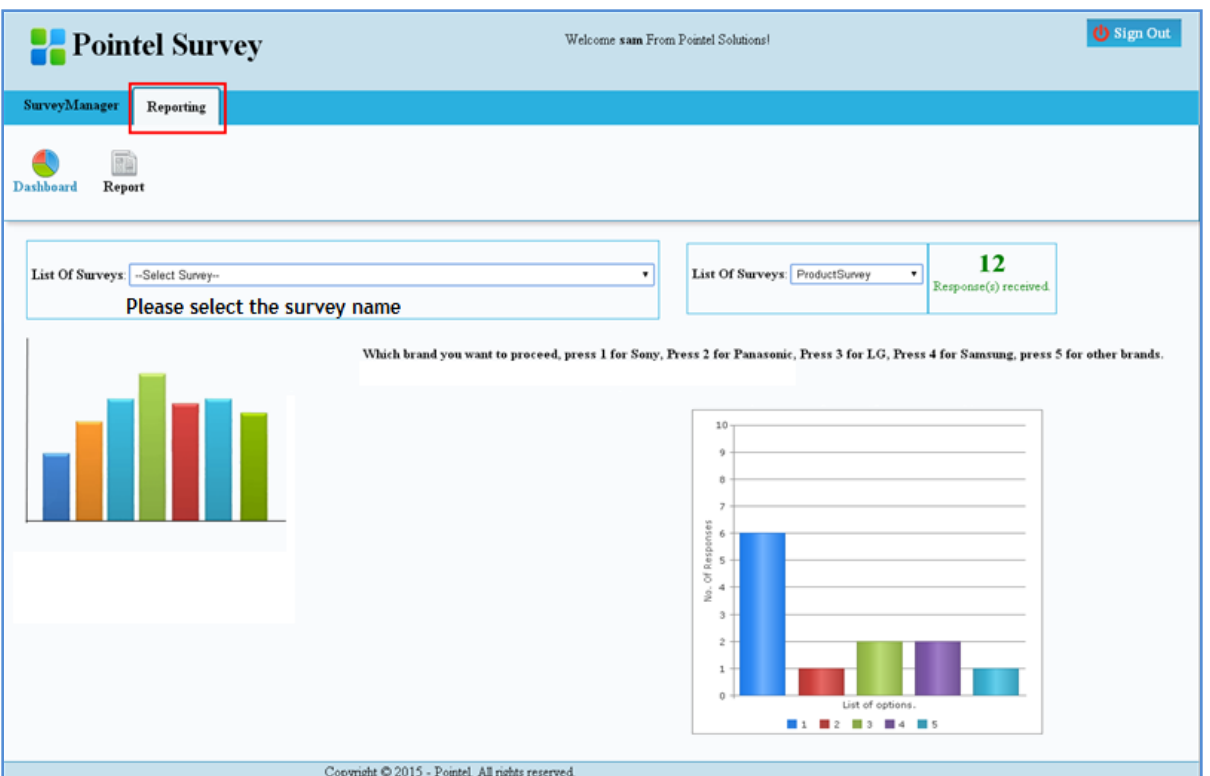
Ability to Analyze the survey Before publishing it



- Surveyor can create a copy of the existing survey by modifying the survey name. You can edit the copied survey without affecting the initial survey that makes your survey configuration in seconds instead of hours

Key Benefits

- Fast, Accessible and ease of use
- Achieve breakthrough in productivity, bottom line and competitiveness
- Tested and proven - Less risk with custom-code and low cost maintenance
- Enhance your customer satisfaction
- Highly cost effective providing very strong ROI
- Increased speed to market. Can be deployed in 1-2 weeks



Which brand you want to proceed, press 1 for Sony, Press 2 for Panasonic, Press 3 for LG, Press 4 for Samsung, press 5 for other brands.

Option	No. of Responses
1	6
2	1
3	2
4	2
5	1

- The survey results are represented in the graphical formats that make you to track how customers respond to your survey in real time. You can filter the survey responses based on search criteria, and analyze the survey results. Our tool lets you export your reports to Excel and PDF formats