DATASHEET

Clarabridge Survey

Benefits

Ask the right questions

- Dynamically build unique surveys for every customer and interaction

- Ask relevant questions 100% of the time

- Drive action with rules-based "thank you" pages

Interpret meaning

- Understand topics and sentiment from any source of customer feedback

- Use industry-specific models and the industries best Natural Language Processing for unmatched accuracy

- Spot root cause and key drivers instantly

Capitalize on feedback

- Act on customer feedback instantly to resolve issues before they damage your brand

- Create accountability at the point of service and drive employee behavior in the moments that count.

- Widely distribute the data across the organization because information is power
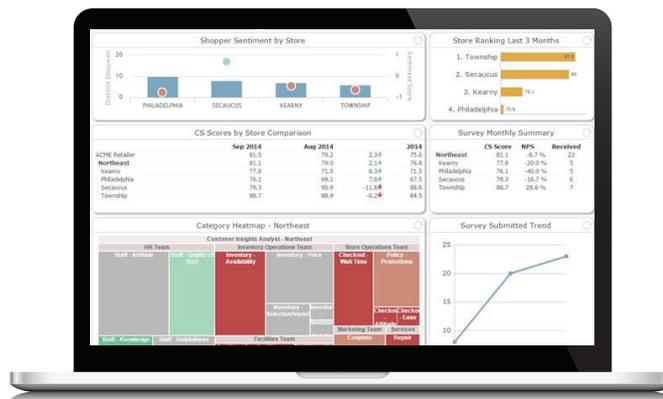
Operationalize Customer Feedback

Clarabridge gives you everything you need to activate customer feedback and deliver improved customer satisfaction. With Clarabridge, you have the tools to listen to your customers at every stage of their journey, find actionable insights that improve the customer experience, and empower stakeholders and front-line employees to win customers' hearts.

Clarabridge Survey is a key component in this process, connecting you to your customers at key touch-points.   With Clarabridge Survey, you can:

- **Consolidate and simplify** complex feedback programs by asking customer relevant questions based on known information and their experiences.

- **Augment and validate** solicited feedback and view the complete customer experience by combining your survey responses with customer ratings, comments, suggestions, and existing business data.

- **Ask your customers** to tell it to you in their words, highlighting their true wants, needs and desires

- **Empower your entire organization** with the right information and insights with role-based dashboard, alerts and reports that deliver the 'why' behind customer sentiment.

- **Take coordinated action** with powerful rules-based case management, complete with SLA standards and automated escalations, to maintain accountability and service standards.

Clarabridge Survey connects you to your customers at key touch-points delivers feedback across your entire organization, and creates coordinated action that builds satisfaction and drives loyalty.

Clarabridge helps hundreds of the world's leading brands understand and improve their customer experience. Using advanced text analytics, Clarabridge transforms survey, social, voice and all other forms of customer feedback into intelligence used to empower confident, decisive action across the business. The result: happier customers. For more information, visit **www.clarabridge.com**.

Key Features

Dynamic Survey
Build unique surveys for every customer interaction using profile information and customer journey details. Keep surveys short and to the point increasing response rates.

Rules-Based Thank-You Pages
Activate your promoters and take action with detractors at the moment of feedback. Deliver customized messages that speak to your customers' feedback automatically.

Multi-channel connection
Gather feedback from virtually any source including email, website, kiosk, and point of sale, and pair it with existing feedback from social, contact center, employees, and all other sources for the most complete view.

Industry-leading Customer Analytics
Dig deeper into the root cause and accurately analyze mountains of your customer data to determine why your customers feel the way they do.

Case Management
Coordinate actions and create accountability when responding to customer comments, requests, and complaints and build satisfaction and loyalty. Set and monitor your service level agreement (SLA) and automatically escalate lingering customer issues.

Communication Templates
Unlimited customer response templates enable your team to stay on brand and deliver the right message at the right time.

Automated workflows
Automate task assignment and escalations for improved efficiency and customer service. Trigger cases from any individual survey response or combination of responses.

Alerts and Notifications
Identify emerging issues and get alerts to cases and customer issues that need attention.

Role-based reporting
Provide role-specific views of feedback data for—all employees—from the back office to the front lines—and give them all a window into the impact of their performance.

Industry Leading NLP and Text Analysis
Uncover the 'why' behind your customer satisfaction score and reveal hidden needs, wants and desires of your customers to drive your improvement plans.

Everything you need to empower your enterprise

Successful customer experience programs drive business performance through loyalty, satisfaction, and positive word of mouth. Clarabridge operationalizes your customer intelligence across your enterprise. Today you must listen to customer feedback everywhere—and use it to take coordinated action that improves your business. Our streamlined, omni-channel approach provides more complete insights so you can make the right decisions at the right time from the front lines to the boardroom.