

Verint Enterprise Feedback Management

Customers and employees are some of the best sources of information to help grow your business. But passively “listening” to them is not enough. To gain the greatest benefit, you need to proactively engage them and use their input to help drive enterprise action and accountability.

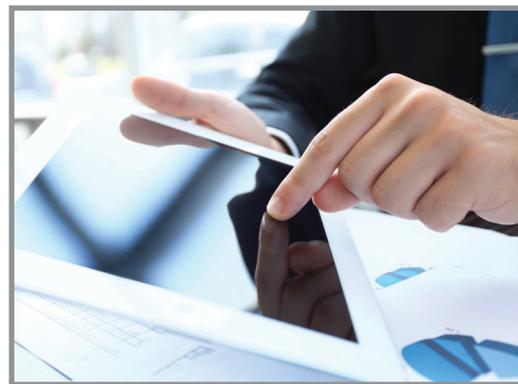
Verint® Enterprise Feedback Management™ can help you engage customers and capture, analyze, track, and act on their feedback in a closed-loop process across the organization. Designed specifically for business users, this flexible, scalable solution includes:

- Multichannel surveying for capturing customer input across telephone, email, Web, SMS, and mobile channels.
- Panel management for organizing groups of customers to actively participate in surveys.
- Built-in, advanced case management to open cases automatically based on survey responses, enabling quick action to help resolve customer issues.
- Real-time analytics, dashboards, and reporting to help you quickly understand customer sentiment, detect trends and rising issues, and share information across the enterprise.

Drive Action, Accountability, and an Enhanced Customer Experience

With Verint Enterprise Feedback Management, you can transform customer feedback into Actionable Intelligence® to help enhance service, satisfaction, and loyalty by:

- Creating sophisticated, branded surveys and emails using dozens of templates, questions, and themes to help improve response results.
- Centralizing multichannel feedback and case management initiatives on a single, scalable solution.
- Managing satisfaction and loyalty program metrics, such as Net Promoter Score® (NPS).
- Targeting and segmenting customers to gain insight through panels.
- Identifying future trends and operational improvements, aligning customer feedback with journey tracking and analysis, real-time dashboards, and reporting.
- Measuring employee feedback to help improve training and retention.



With Verint Enterprise Feedback Management, you can capture, analyze and act on customer and employee feedback and use this insight to optimize customer engagement.



Key Benefits

- Captures feedback from customers and employees efficiently and proactively.
- Provides access control over survey results by organizational hierarchy levels.
- Consolidates response data across surveys, time periods, and individual customers and presents a single view of trends.
- Provides a single, enterprise survey and case management solution that can unify feedback from across your organization.
- Offers a holistic view of your customers' experiences by combining captured data with information from other solutions within Verint's Customer Analytics portfolio.

Create, Organize, and Control Surveys Easily

With Verint Enterprise Feedback Management, it's easy to create surveys — just choose from a selection of industry templates, import questions from Microsoft® Word, or use the solution's flexible editor to build your own. Branching, validation, data piping, quotas, page randomization, and other advanced features can help you gather the data you need while reducing survey fatigue. You can also collaborate with individual users or organizations to create surveys. A flexible set of permissions can enable you to organize, control, and manage access to surveys and results according to enterprise hierarchy levels, such as locations, departments, and teams.

Having captured data, you can turn it into actionable results using real-time dashboards, analytics, and reporting. You can easily aggregate and track data across all surveys, different types of surveys, and various time periods in a single view. You can even track data by individual customer. This insight can help you unify disparate approaches, systems, and survey processes to facilitate targeted, informed business decisions.

Use Case Management to Track and Resolve Customer Issues

Verint Enterprise Feedback Management can open cases automatically based on survey responses, enabling quick action to help resolve customer issues, enhance loyalty, maximize productivity, and identify service problems along the customer journey. The solution can trigger alerts based on selected criteria, such as low NPS scores, and assign, prioritize, and monitor cases automatically. This can help you ensure timely responses and balanced workloads, diagnose issues, collaboratively plan a best course of action, and communicate with customers throughout the process.

Capture Feedback Anytime, Anywhere with Mobile Surveys

You can deploy, access, and retrieve surveys on a range of mobile devices. Surveys can be deployed offline or by using the Web app, mobile browser, SMS, or a self-service kiosk. Mobile surveys render in a device-friendly format, and survey responses can be captured offline and securely synced with the Web app when connected — a benefit for conducting surveys at conferences, sporting events, and other venues.

Enterprise Feedback Management — Part of Verint's Customer Analytics Solution

Enterprise Feedback Management is part of Verint Systems' patent-protected portfolio of Customer Analytics solutions. These solutions help organizations capture the voice of the customer and employee across different channels of interaction, interpret them in the context of business objectives, and then act to drive enhanced customer experiences, loyalty, and revenue.

Receive Guidance from World-Class Consultants

Verint Consulting Services can help you get the most from your investment. From implementation, customer support, application consulting, and training to performance management, and business impact consulting, you can be confident that our experienced teams understand your business practices and operations — and are committed to your success.

Verint. Powering Actionable Intelligence®

Verint® Systems Inc. (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions for customer engagement optimization, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organizations in over 180 countries use Verint solutions to improve enterprise performance and make the world a safer place. Learn more at www.verint.com.

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