

# Transactional Survey Solutions



Obtaining feedback from customers after a specific service encounter, such as a product purchase or a customer service experience, is crucial to understanding the quality of service that your organization provides. More importantly, since that transaction represents the last interaction that a customer had with your company, it is vital to understand if the customer was dissatisfied with any aspect of the experience so that you can do something about it. Allegiance can help.

## Immediately gather customer feedback

Transactional surveys are a great way to obtain customer feedback immediately following a transaction or event. They enable a company to gain a better understanding of its customers' experience and perceptions of service quality while the service interaction is still fresh on a customer's mind. For instance, how happy was the customer with the quality of service that they received? How did they feel about the cleanliness of the store? How knowledgeable and helpful was the service staff?

Although transactional surveys may be conducted for a multitude of reasons, some of the most common are:

- Immediately assess and measure a customer's satisfaction
- Identify any dissatisfied customers for service recovery
- Understand the level and quality of the service being provided— from the customer's perspective
- Get new product and service ideas in order to increase revenues
- Isolate any problematic aspects of a transaction and improve them
- Measure the effectiveness of customer-facing service staff
- Provide positive feedback to employees who receive positive customer feedback for their higher levels of service, thus improving morale

Regardless of the reason, Allegiance offers a host of transactional survey solutions to assist you in your effort to collect transaction-related feedback, such as:

- Transaction receipt with a phone number and web site URL printed directly on the bottom of the receipt that explains how to take the survey
- Interactive voice response (IVR) surveys that allow a customer to dial a phone number and take a short, pre-recorded IVR survey using a touch-tone phone
- Online surveys provide a way for your customers to complete your survey over the Internet via a web site
- Mobile device/SMS surveys, whether inbound (by selecting a keyword that people text) or outbound (via sending a mobile survey invitation to a mobile phone user), enable customers who are continually on the go to respond to your survey anytime, anywhere via a mobile or cellular phone

Plus, Allegiance transactional solutions also enable you to conduct surveys in multiple languages, capture customers' verbatim voice or text comments, set up automatic alert triggers to rescue dissatisfied customers, and offer customers incentives for taking your surveys, if needed.

## Allegiance transactional survey solutions can be applied in a variety of different ways. A few examples include:

- Restaurant dining experiences
- Retail and/or e-commerce shopping experiences
- Customer hotel stays/service experiences
- Airline customer service experiences
- Insurance claim fulfillment
- Car rental transactions
- Call center service support
- Trade show and event services
- Financial services transactions
- Customer support and help desk support services

By using this solution, you'll be able to:

- Centrally collect and manage both solicited and unsolicited feedback
- Establish a formal case management system for managing customer feedback
  - Create a closed loop feedback process
- Immediately review and respond to feedback or customer call-back requests and track feedback submissions through to resolution
  - Document customer dialogue history (via data and time stamp)
  - Assign and delegate customer follow-up tasks to other staff members as needed, and ensure customer concerns and issues get resolved
- Automatically send out a survey once a customer's concerns or issues have been resolved

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- Pinpoint trouble spots in your organization, get recommendations, and prioritize areas for improvement
- Generate and access customer feedback-related reports 24/7/365
  - Trending
  - Customer data
- Synch your transactional customer survey data with other database systems

## All of the tools you need to listen and respond in real-time

Allegiance offers the only comprehensive, multi-channel feedback management platform to listen and respond to the voice of your customers and increase their loyalty and engagement. This solution, called the Engage platform, not only lets you conduct and manage transactional and ad-hoc surveys, but also centrally collect, manage, analyze and act on unsolicited customer feedback such as compliments, complaints, suggestions, concerns, questions, etc. It even allows you to set up and run a formal Voice of the Customer (VOC) or Voice of the Employee (VOE) program.

## All of the professional services support that you need to succeed

Having Allegiance technology is a great first step to increase your customer and employee loyalty and engagement, but with the Allegiance Professional Services team, you get another critical component to ensure your success. Our professional services staff will work with you from the beginning of your survey project and help guide you through every phase. Some examples of our services include:

- Transactional survey design and creation, regardless of whether you're conducting a transactional survey over the web, via IVR, a mobile device, etc.
- Data analysis assistance
- Action planning based on transactional survey results
- Education and training services on Allegiance solutions

## ALLEGIANCE PROFESSIONAL SERVICES – CHARTING YOUR PATH TO SUCCESS



## Try it today!

The Allegiance Transactional survey solutions are available on a trial basis. Contact an Allegiance representative today at (801) 617-8000 for more information about our solution.



## Using Allegiance Transactional survey solutions is easy.

- Minimal or no hardware or software to purchase or install
- Unlimited survey questions
- Real-time reporting of feedback results
- Customized to meet your company's specific needs

## A big idea that's part of a bigger solution

The Allegiance Transaction survey solutions are just a part of the overall Allegiance platform. We also apply our technologies and service expertise to customer loyalty, employee engagement and general survey solutions. Ask about solutions that will complement your Transaction efforts—and see how the full Allegiance Engage platform can affordably bring you the benefits of all.

For more information, visit [www.allegiance.com](http://www.allegiance.com).  
To demo a product or contact Allegiance sales, call 801.617.8000.

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