

Simple Self-Serve for Apteian Respond

Channel Customer Feedback Directly into Respond



Streamlined Online Complaint Capture

Online contact forms can be a powerful tool for capturing customer feedback – but converting this feedback into cases in your complaint management system can be challenging. Completed forms often land in an inbox where they must be routed to various teams, and complaints data must be keyed into the system manually, an inefficient process that can cause sensitive cases to slip through the cracks.


With Respond Simple Self-Serve, you can build online contact forms that channel customer feedback directly into your complaint management system. When a customer submits feedback through a Simple Self-Serve form, a case is automatically created in Respond for the appropriate team(s) to pick up and manage – so there's no need to re-key information or determine who the case should get sent to.

- ▶ **Capture More Cases** – Simple Self-Serve provides your customers with an easy, convenient feedback channel on your website or client portal.
- ▶ **Drive efficiency** – When feedback is submitted through a Simple Self-Serve form, a Respond case is created automatically, so there's no need to re-enter data.
- ▶ **Ensure Deadlines are Met** – Cases generated by Simple Self-Serve forms are automatically assigned timelines and alerts so they won't be missed.
- ▶ **Reduce Dependency on Your Technical Teams** – Simple Self-Serve is hosted in the Apteian Cloud and designed for quick, easy set-up and management. And since forms are built and managed from inside Respond, you can easily make updates without technical assistance.



Key Benefits

- › **Quick, Easy Set-Up** – Easily configure your forms with Respond Configuration Manager, selecting the specific fields and dropdowns you want to include. Your website team can then embed the forms in your website or client portal with a simple iframe – no professional services needed.
- › **Automatic Case Generation** – When a customer submits feedback through a Simple Self-Serve form, the feedback is automatically entered as a Respond case and assigned a case timeline and alerts, so there's no risk that your team will miss it.
- › **Attachments** – In addition to written communications, customers can attach PDFs, Word documents, photographs and more to their Simple Self-Serve forms. Built-in antivirus scanning detects and blocks any suspicious files, preventing them from reaching Respond, and a note is added to the case that a file was blocked.
- › **Hassle-Free Maintenance** – Simple Self-Serve forms are built and maintained from within Respond, so once they've been embedded on your website, you can edit them directly without leaving Respond. This enables easy updates without creating ongoing dependency on your website team or IT.
- › **Customisable Look and Feel** – Use our clean, simple out-of-the-box styling, or freely adjust the appearance of your forms to match the look and feel of your website.
- › **Unlimited Forms** – Since there's no limit to the number of forms you can create, you can configure multiple forms with different fields and styling for your various products, services, or brands.

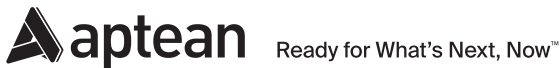


Simple Self-Serve can be added to Respond at no additional cost, and is supported by both SaaS and on-premise versions of Respond. Respond v8.0 or higher is required.



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