![Aptean logo] **aptean** Ready for What's Next, Now™

Survey for Aptean Respond

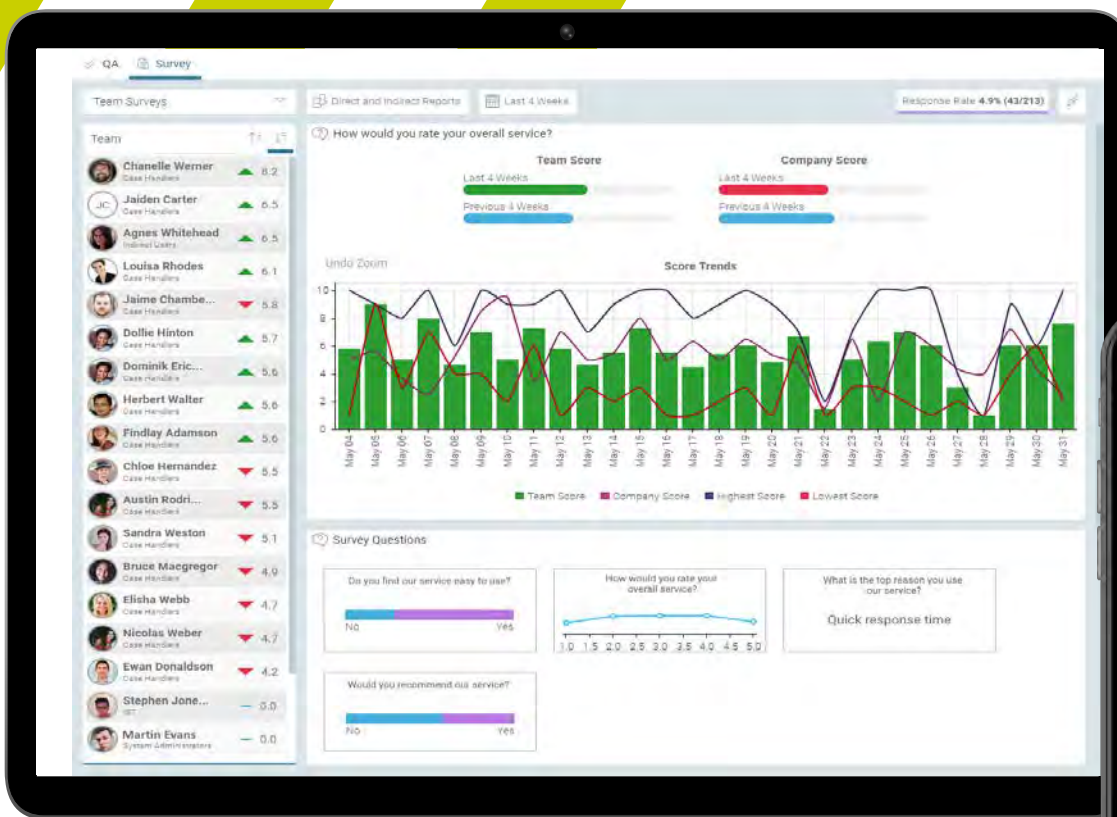# Gather Insights with **Context-Sensitive Surveys**

Embed Customer Surveys in Your Complaint Management Process

Customer feedback is critical for measuring the success of your customer service operation and closing the loop in your case management process. Surveys can reveal where your organisation is falling short in the eyes of the customer, enabling targeted business improvements and building customer loyalty. But for complaint management teams, traditional survey tools have some major limitations. Response rates are often low, and when responses are received, the siloing of survey data from the complaint management system makes it difficult to make sense of the feedback.
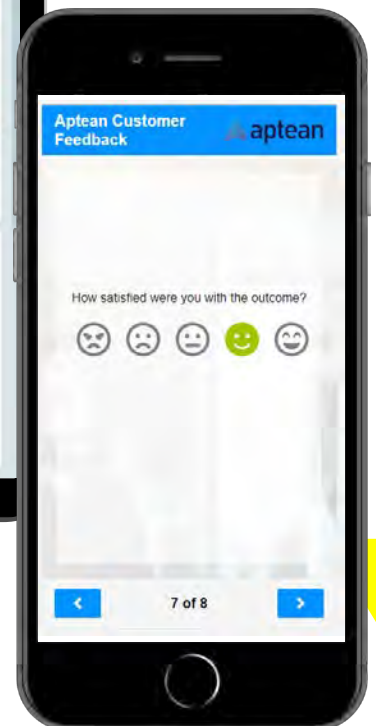
Aptean Respond's Survey module addresses these challenges by embedding the customer feedback process within your case management platform, enabling your organisation to create case-specific customer surveys and then examine the responses within the context of the case data.

❯ **Increase Response Rates** – Context-sensitive surveys and mobile-first design increase customer engagement and boost response rates.

❯ **Gather Actionable Feedback** – Since each survey is linked to a Respond case, survey results can be examined within the context of the case, helping to reveal what is driving the feedback and enabling direct follow-up.

❯ **Monitor and Analyse Survey Data** – User-friendly dashboards give you the insights you need to understand the feedback received for different case handlers and time periods.

❯ **Improve Accuracy and Efficiency** – Working within a single platform minimises human error and time wasted transferring data across separate survey and case management systems.

❯ **Close the Loop** – Finalise a case by ensuring the customer is happy with how their complaint has been handled and that no outstanding queries remain unanswered. Surveys can even be sent after a case has been closed, enabling retrospective follow-up.

Team leader dashboard displaying case handlers' survey scores over time

Responsive, mobile-friendly design means customers can easily complete your surveys from their mobile device

Key Benefits

❯ **Context-Sensitive Configuration** – Use Respond Configuration Manager to create surveys with context-sensitive questions that reflect the recipient's case type, and gather actionable feedback about their customer service experience during the journey.

❯ **Engaging Survey Design** – Survey's clean, mobile-first design is fully responsive, so customers can easily complete your surveys from their mobile device. Flexible configuration options for response types such as ratings, single or multi-select responses, and free text response fields allow you to create an interactive experience that keeps your customers engaged. Easily add your branding and colour scheme to create a professional, on-brand look and feel.

❯ **Interactive Dashboards** – Gather actionable insights with role-specific dashboards that amalgamate survey responses with case data. Team leaders can use their dashboards to see how their teams are performing in the eyes of the customer, filtering to examine results for specific time periods, case handlers, or survey questions, and pinpointing areas for improvement. Case handlers can leverage their own dashboards to understand what customers think of their performance and to prioritise their work by identifying and responding to the most negative feedback.

❯ **Automated Analysis for Free-Text Responses** – Free-text responses provide more nuanced feedback than multiple-choice questions, but are time-consuming to review in large quantities. Survey drives efficiency by automatically analysing free-text responses for sentiment, flagging responses that show strongly positive or negative sentiment so a human can prioritise them for in-depth review.

Are you Ready to **Learn More?**

Contact Us at **enquiries@aptean.com**
or visit **www.aptean.com**.

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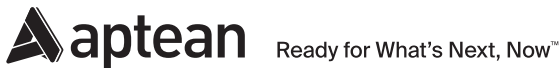
About Aptean

Aptean is one of the world's leading providers of industry-specific software. Our enterprise resource planning and supply chain solutions are uniquely designed to meet the needs of specialized manufacturers and distributors, while our compliance solutions serve specific markets such as finance and life sciences. With both cloud and on-premise deployment options, Aptean's products, services and unmatched expertise help businesses of all sizes, across many industries, to scale and succeed.

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