1000 Free IVR and Web Surveys Offered During National Customer Service Week

Contributed by Square Systems
Thursday, 06 September 2007

Square Systems is offering half price set up and 1000 free IVR or online customer surveys with their automated telephone & web survey tool Opinion-8 during national customer service week 1st- 7th October 2007 to increase awareness of IVR survey technology for market research applications.

Instant feedback

Opinion-8 IVR surveys can be used to gain instant feedback from customers or employees or any other target group.Â Calls can be transferred automatically or manually after a call centre interaction to gain instant feedback on the customer experience. For other research purposes people can be given a telephone / freephone number to call at their convenience.Â In both cases they can answer questions using the numbers on their telephone keypad or by speaking comments.Â Feedback is then stored on a secure website and immediately available to see in graphic reports.Â The data can also be downloaded as Excel spreadsheets. Many companies find that spoken comments often give a more in-depth feel for the customer experience.Â These can be listened to at the click of a mouse and easily transcribed online and saved as text.Â Online surveys report into the same database as the IVR surveys and results of both survey avenues can be seen online in both unified and separate reports.

Giving more customers a voice

Using IVR surveys alongside online surveys allows companies to gain feedback from customers who do not have easy access to the internet, those with visual impairments or other disabilities that limit their use of the internet, people with literacy difficulties, and demographic groups who prefer other means of communication.Â These groups are increasingly becoming marginalised by the prevalence of online surveys. Allowing people to leave their feedback by phone as well as over the internet gives these customers a voice.Â It also increases survey participation rates generally.

Offer detail

Square Systems can offer free advice on the scripting of surveys, and can also advise on all aspects of implementation of IVR surveys such as integration with existing telephony and CRM infrastructure if relevant. Surveys with up to six questions will cost Â£350 to set up and standard usage charges will apply for any responses above the first 500 IVR & web surveys.Â To take advantage of this opportunity, contact Ingrid Christophersen, Business Manager at Square Systems on tel. 0117 3982342 or email ingridc@squaresystems.co.uk.Â

About Opinion-8 and Square Systems

Opinion-8 is an established automated survey platform used by a number of large well-known companies. For more information and a free demonstration visit www.opinion-8.com.Â Square Systems www.squaresystems.co.uk is a UK-based developer of integrated software solutions using open source technology.Â

National Customer Service Week

An annual event started in 2001, organised and promoted by the Institute of Customer Service, the professional body for customer service whose primary purpose is to lead customer service performance and professionalism.