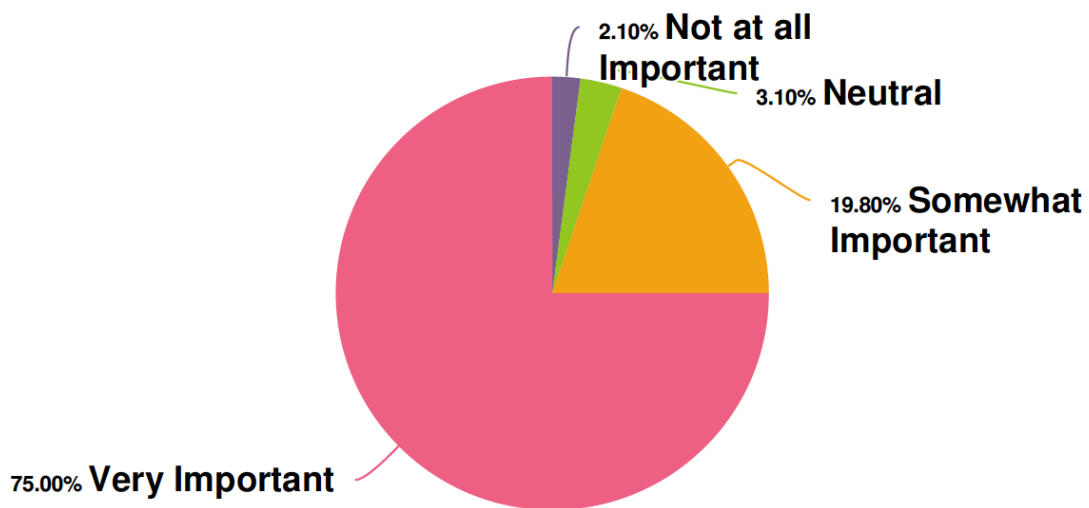


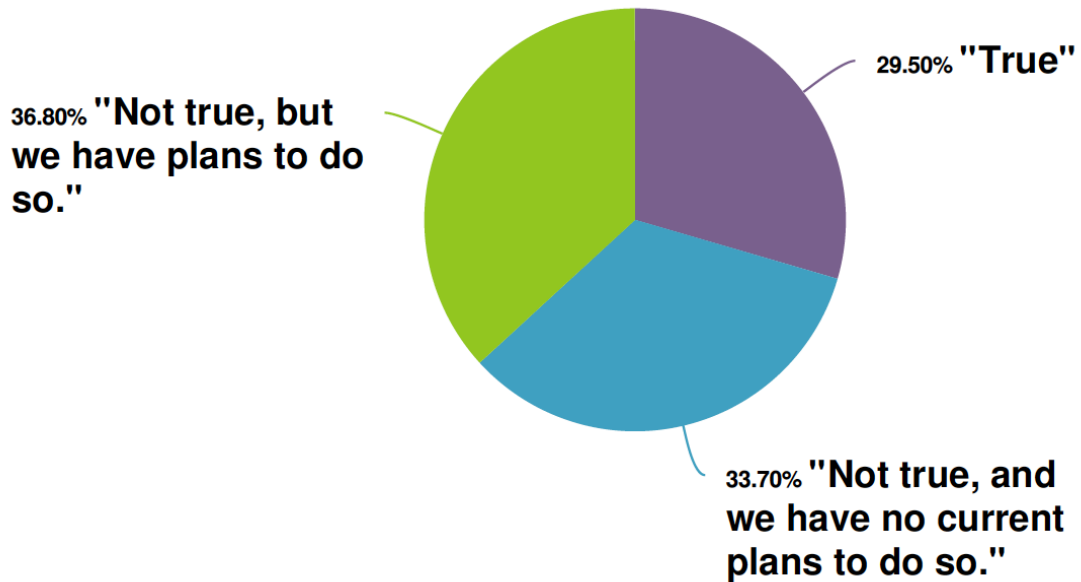
***One-Minute Survey –
Optimizing Queue Time:
Branding and the Customer Experience***

1. How do you rate the importance of “Customer Experience” and “Branding Each Call” among your center’s priorities?










It is clear that the customer experience and call branding are high priorities for managers.

2. "Our system currently allows us to scan our CRM database for caller information that we can use to personalize the Caller Experience":



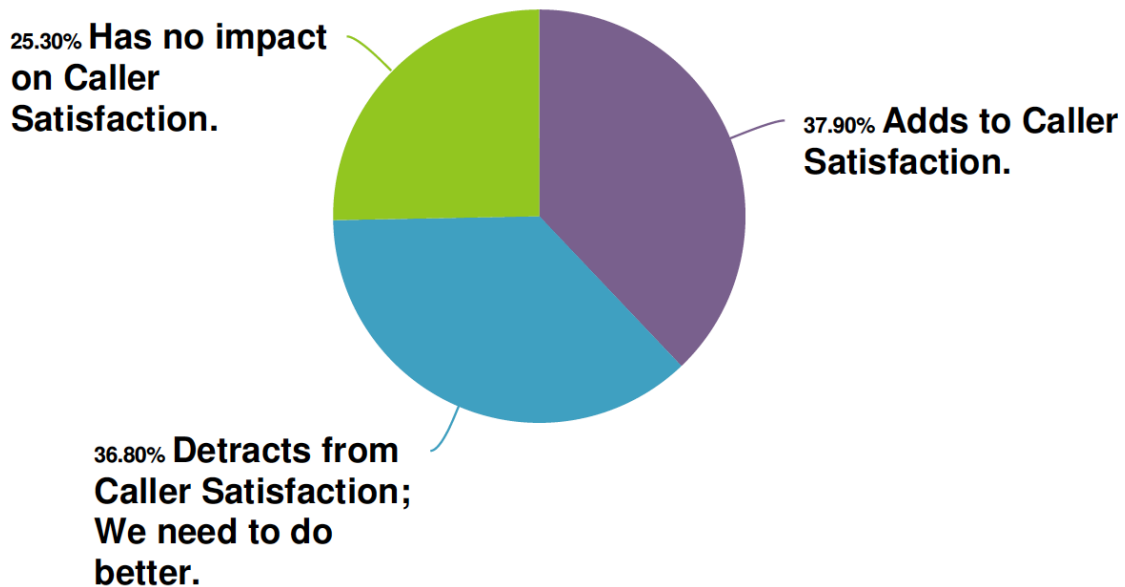
Despite the response to the previous question, the vast majority of centers are not currently equipped to personalize interactions by leverage their CRM databases.

3. While our callers are in queue, our IVR system... (Please check all that apply)

Value		Percent
Is Silent		5.2%
Provides periodic messaging thanking the caller for waiting		63.5%
Plays music		69.8%
Offers a "Call-Back" option		37.5%
Guides the caller toward self-service options		40.6%
Provides up-sell / cross-sell messages		21.9%
Does other things (please explain:)		9.4%





This response indicates great room for improvement, in terms of bettering the customer experience and the call branding impact of queue time.

4. Do you feel your IVR configuration adds to, or detracts from, Caller Satisfaction?



The response to this question reinforces the conclusion that IVR (and by extension, related queue time) do not add to caller satisfaction for most centers.

5. How do you think your callers would react to targeted messages while waiting in queue (you can check both a and b if applicable)?

Value		Percent
a. They would react favorably if the message is <u>optional</u> , and as long as they were assured that hearing the message was not lengthening their queue time.		33.3%
b. They would react favorably if the message is <u>attractive to them personally</u> , and as long as they were assured that hearing the message was not lengthening their queue time.		58.3%
c. They would react negatively regardless of how presented or how attractive the offer.		10.4%
d. I am not sure how they would react.		21.9%

Question 5 indicates that there is a major opportunity to leverage queue time for messages that are personalized and attractive to the individual customer.

Overall, this survey indicates that:

- a) Current approaches to IVR and use of queue time are dated and do not enhance the caller experience or branding
- b) The market is definitely open to innovative approaches, which will personalize the user experience.