

Surveys

TouchLogic's Automated Voice Messaging Platform is a Simple and Cost-Effective Method to Gather Insight and Feedback from your Customers

"A satisfied customer is the best business strategy of all" (Michael LeBoeuf). In our increasingly competitive and complex marketplace, this adage has never been more appropriate. Gathering feedback from customers is a significant opportunity to help businesses understand perceptions about what they are doing well and what they can do to improve. But in the midst of budget cuts, limited staff and time constraints, how can companies gather ongoing feedback from their customers?

How TouchLogic can help Companies with their Surveying Needs

TouchLogic's automated customer communication solutions leverage current technology and the power of the telephone to allow businesses to gather information from large groups of customers in a timely, interactive and cost-effective manner. This extremely effective tool allows businesses to gather insight into customer needs by:

- Delivering voice messages to a virtually unlimited number of customers.
- Gathering and tracking individual responses.
- Providing aggregate reports that summarize the results of the survey.

Sample Survey Applications

- Customer satisfaction surveys
- Product and programs feedback
- Agent/Technician performance feedback

Resources

- Demos
- Case Studies