



# Customer satisfaction and surveys

Customer satisfaction plays an important role in any business. It is the leading indicator when measuring customer loyalty, identifying unhappy customers, reducing churn, increasing revenue and a key point of differentiation that helps attract new customers.

## Customer experience, the new currency of power

With the rise of social media, we all know the cardinal rule: mistreat your customers at your own peril. Embrace the notion that customer experience and customer service IS the new marketing.

“Your call” really has become important

After decades of lip service, “your call” really has become important in that it provides a rare opportunity to build trust and loyalty. Our web-based, self-service world leaves few opportunities for actual interaction with customers.

## The gold standard

CyTrack recommends Net Promoter Score (NPS) as the gold standard loyalty metric for measuring customer satisfaction and translating customer experience into profitable growth.

Our CySurvey tool is developed as a powerful but simple survey tool that enables you to ask your customer questions with a simple 1-10 score in line with the NPS methodology. You may then set rules to handle or escalate those callers who leave responses you wish to follow up.

## Know The Score

The Net Promoter Score is based on the fundamental perspective that every company's customers can be divided into three basic categories: Promoters, Passives, and Detractors by asking one simple question, “How likely is it that you would recommend [your company] to a friend or colleague?”

You can track these groups and get a clear measure of your company's performance through

your customers' eyes. Customers respond on a 0 to 10 point rating scale:

### Promoters (score 9 - 10)

The top score. Loyal enthusiasts who will keep buying and refer others, fuelling growth.

### Passives (score 7 - 8)

Satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

### Detractors (score 0-6)

Unhappy customers who can damage your brand, impeding growth through negative word-of-mouth.

To calculate your company's NPS, take the percentage of customers who are Promoters and subtract the percentage who are Detractors.

CySurvey allows you to design and create your own surveys to measure your customer's satisfaction and gain the true ‘voice of the customer’.

# A modular suite of customer experience applications tailored to your business

CyTrack technology is a modular range of customer experience applications enabling you to pick and choose what works for you. These can be delivered individually or integrated together for a complete business solution.



Desktop call control with CRM applications and business process integration. Our web browser based application includes Presence, IM and full call control, also integrates with Outlook contacts and calendar, Skype for Business and more, send SMS by adding CySMS™ and connects to CyReport™ & CyRecord™ for powerful business solutions



Entry Level SMDR CyReport™ includes over 130 prepared reports, as well as a powerful configurable browser-based dashboard for analytics and alerts. Upgrade to CyReport Plus for Real-Time ACD & ring group reporting on supported PBX systems. CyReport connects to CyCX-Connect for contact centre reporting, and CyRecord for voice recording search and playback.



ISDN, Analogue and SIP Recording. Meet PCI Compliance with AES algorithm capable of using cryptographic keys of 128, 192, and 256 bits to encrypt and decrypt data in blocks of 128 bits. Integrates to CyReport for powerful search and replay Integrates to CRM via CyDesk



Evaluate and categorise calls at scale to measure compliance, build scorecards, rate customer sentiment. CyRecord Speech Analytics can transcribe and analyze 100 percent of your recorded calls to automatically analyze words, phrases, categories and sentiment during calls to reveal areas of opportunity or concern.



Beyond telemarketing with proactive opportunity creation. Speak to more customers and prospects with CyCall omni-channel outbound & telemarketing contact centre.



CyCX-Connect omni-channel provides the ability for your customers to communicate however they want, anywhere, anyhow via telephone, web-chat, SMS, web-callback, callback in queue, email and social media with the list growing every day.



Add CySMS to CyDesk for desktop SMS messaging send and receive. A wide range of competitive SMS plans for all customer sizes.



Web Chat is fast becoming a channel of choice for customer service and is the perfect complement to our CyCX-Connect Omni Channel Contact Centre solution.



CyPulse application & services monitoring solution. Catch and resolve issues before users notice them



Combine virtual and real support with a live chat solution that is defining industry best practice. With CyCX AI, companies are empowered to deliver a fully integrated support experience by combining self-service virtual agents and human-assisted live chat.



CyLive is a powerful Interactive Voice Response (IVR solution) Engine and Management Module designed to offer very sophisticated automation and self service features with a user configurable interface that uniquely provides an IVR designer tool in a flow chart design.



Convert audio to text, perform speech translation and text-to-speech with CyTrack unified Speech services together with AI technology for combining self-service options and human-assisted delivery



Agent evaluation & training management, build skills, confidence and performance of your team. CyCoach leverages voice recording to deliver a sophisticated agent evaluation, feedback and training management process



Forecast, schedule and monitor your workforce in real time. Improve your service levels and reducing staffing costs by closely matching staffing levels to workload with accurate forecasts, intelligent real-time monitoring & reporting.



CyPulse application & services monitoring solution. Catch and resolve issues before users notice them



Gold Application Development  
Gold Application Integration  
Silver Cloud Platform



Microsoft Australia Partner Awards  
Celebrating Excellence | Winner  
Excellence in Industry and Platform Innovation