

TouchPoint



Stay in touch with your customers

How Uniphore's Touch Point helps leading enterprises create and automate voice surveys to customers within 24 hours?

The Client – Overview and Challenges

Our client is a renowned social organization, who dream of a society that is not poor and believe in technology innovations that can make the world a better place for everyone. Our client needed a survey management system to send out surveys to customers and suppliers on different products and services. They needed a system that could help them create voice surveys in local languages, send it to their customers and record their voice responses. The key requirements of our client:

- Create custom surveys quickly
- Create Multi-lingual voice based surveys
- Record and consolidate customer's responses for analysis
- Cloud-based software to cut down CAPEX costs

Touch Point

Uniphore, a leading speech-based enterprise mobility solutions provider has developed Touch Point to help enterprises create, send and analyze automated calls to their customers in local languages. Touch Point allows enterprises to survey its customers/employees and ask meaningful, yet simple questions to them through pre-scripted templates. With Touch Point, enterprises can:

- Evaluate effectiveness of field officers
- Conduct field research on impact
- Measure product performance
- Accelerate market research
- Touch-base with customers frequently
- Get insights & feedback on new product development

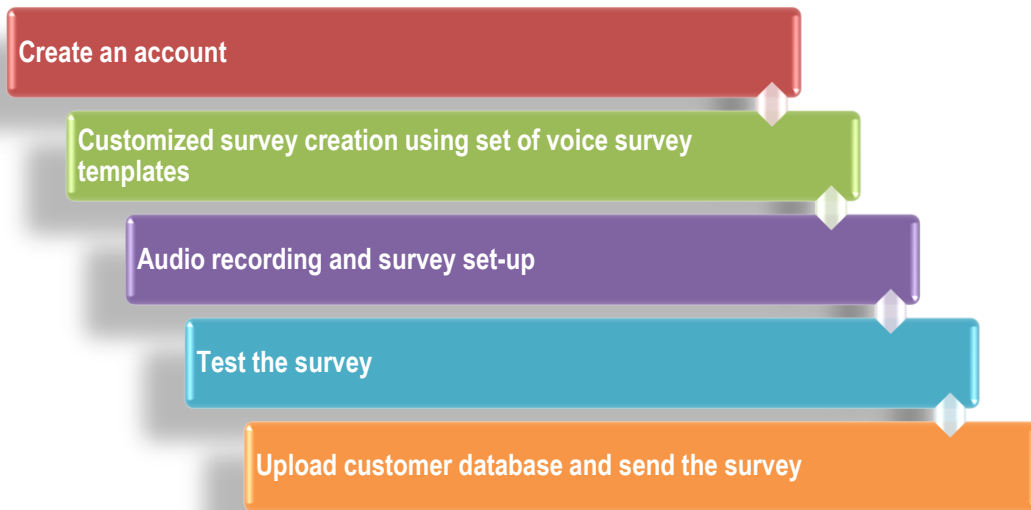
Touch Point offers customizable templates on various use cases using which enterprises can create over 17,280 different surveys. Some of our sample templates are:

- Overall product feedback
- Product usage feedback
- Customer loyalty
- Customer product feedback

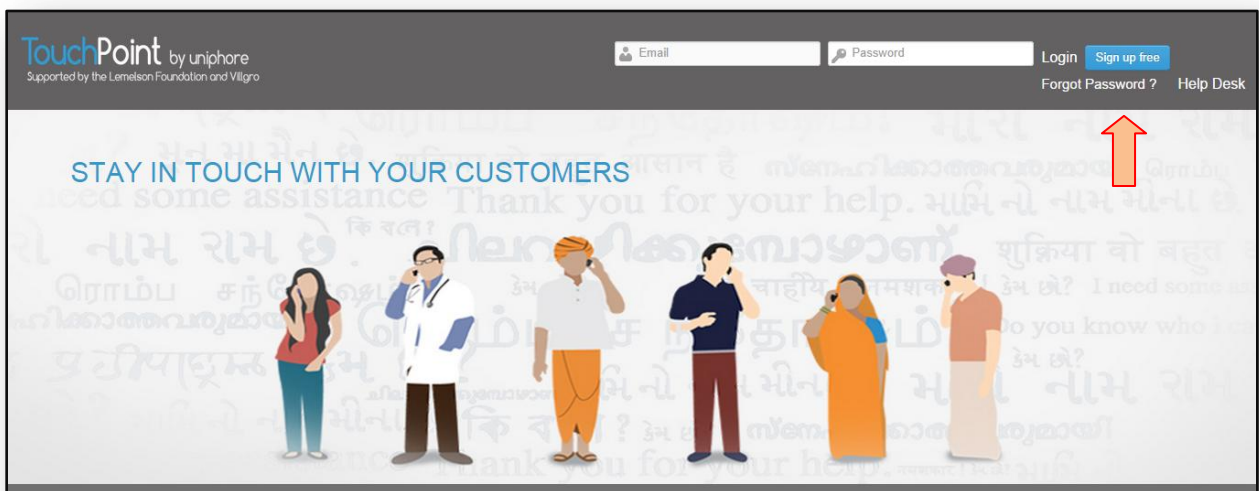
- User habits
- Marketing feedback
- Demographic market research

The Solution

Uniphore has offered Touch Point to the social enterprise client. Using Touch Point our client is able to create personalized voice surveys to their customers/employees in just 5 simple steps:

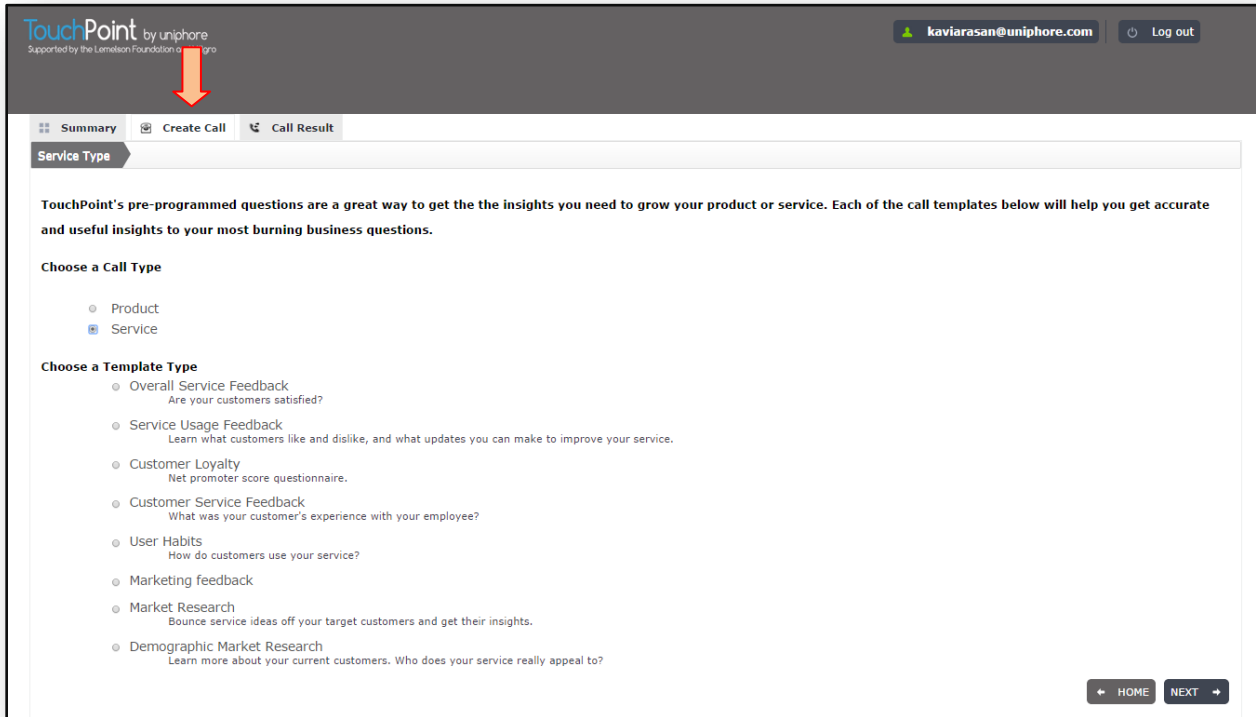


Step 1: Easy account creation/sign-up for free of cost. ([Click here](#) to launch Touch Point)



Step 2: Customized survey creation using set of voice survey templates

By clicking on 'Create Call', our client can create surveys using the available templates.



In this step, our client can select the following attributes of the call:

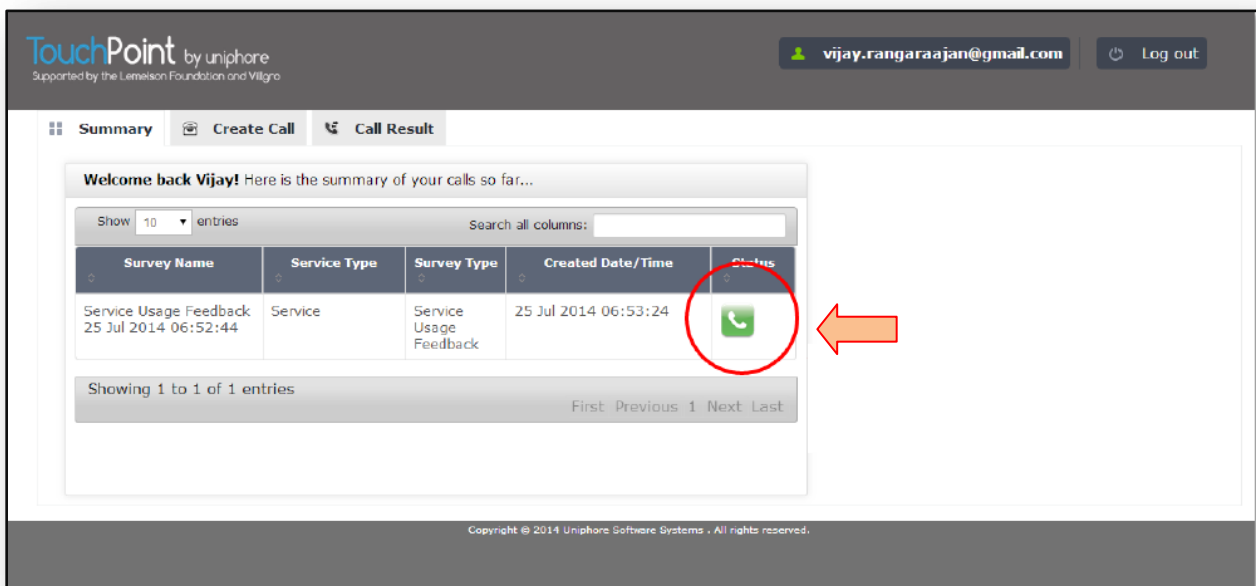
- Contact mode: **Outbound** to send surveys to an existing customer database and obtain feedback. **Inbound** to let customers call-in and register their feedback.
- **Language**: Client can select the language as per their audience profile.
- **Caller Gender**: Choose the voice of the survey – Male or Female.
- **Customize the survey**:
 - Client can select an introduction message for the survey.
 - Choose the questions for the survey.
 - Touch Point offers an option to our clients to choose sub questions based on the customer response registered for the base question.
 - Select a call closure message for the survey.

Step 3: Audio recording and survey set-up

Once the survey questions are selected by the client, Uniphore will record the personalized messages using professional voice over artists. After the completion of audio recording, Uniphore will set-up the survey and alert the client.

Step 4: Test the survey

Once the survey is ready, client can login to the application and click on the status button against the survey to test the survey.



Step 5: Upload customer database and send the survey

Our client can schedule a survey through the following steps:

1. Choosing the customer data - There are two modes to upload customer data:
 - a. Upload a customer database (in .xls format) and create a group. Select the group of customers to whom the survey has to reach.
 - b. Create a customer group by filling their details in a pre-defined template
2. Select the data and time for the survey call.

3. Select Call back preferences – it is the number of times Touch point should try in case if it was unable to reach them the first time
4. Select the interval at which it should call back the customer
5. Click submit to schedule the voice survey

Summary **Create Call** **Call Result**

Test Your Call

Listen to the survey yourself before sending it to your customers

Enter your mobile no : **Test** **View Responses**

Note : You can listen to responses only on completion of the test call.

Send Survey to my customers

Customer Survey schedule

1. Name your group
give a name to your contact group

2. Select Customers
Select one or more customers by entering /uploading details

Send to one customer

Enter Name :

Enter Mobile :

OR

Send to many customers

(i) Enter Details
Use template to enter customer details and upload details
[Download template](#)

(ii) Upload : No file chosen

3. Select date
When do you want to send the survey

4. Select call back
If your customer does not answer how many times you want to call back

5. Callback Frequency
Select time between two call Backs

Submit **Cancel**

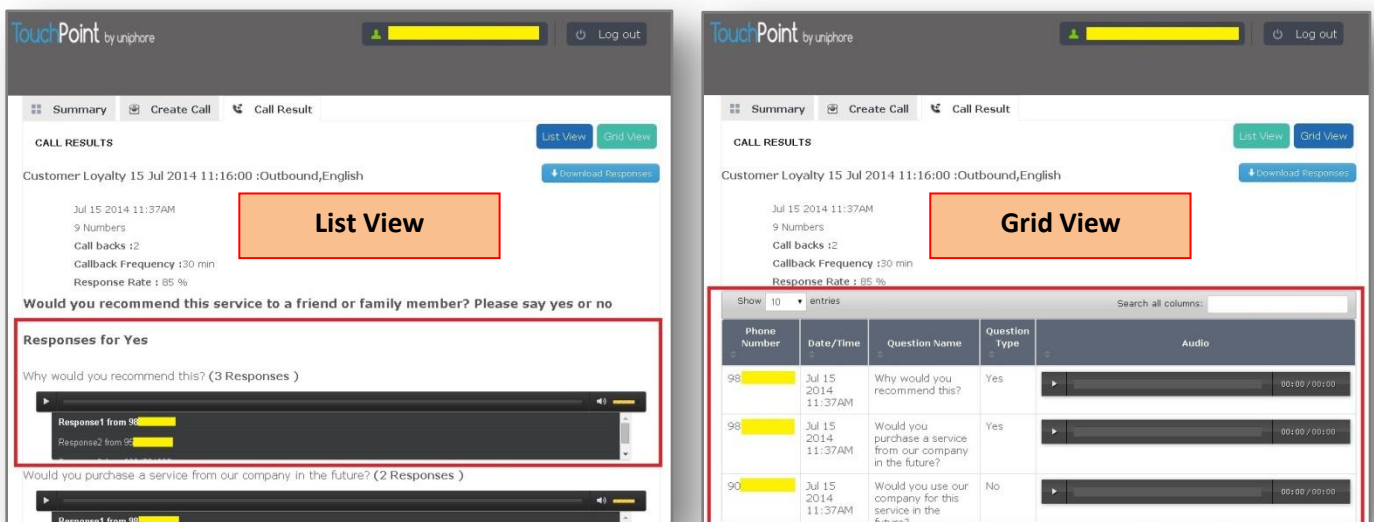
Using these 5 simple steps, our client is able to create voice surveys and send it to their customers in 24 hours. The voice responses provided by their customers are recorded in Touch Point and it is available to our client in 'Call Results'.

Touch Point offers two types of views to analyze the responses:

1. List View
2. Grid View

List View: Using list view, our client can listen to the response provided by all their customers for any particular question.

Grid View: In grid view, our client can look out for responses provided a specific customer for all the questions.



Our client can also download the responses to use it for analytical and reporting purposes.

Impact

Using the solution, our client is able to attain the following results:

- **Cost saving** – Touch Point is available on cloud which helps our client save more than 70% of their CAPEX.
- **Faster TAT (Turnaround Time)** – With number of survey templates available in Touch Point, our client can easily customize and create voice surveys in minutes and send it to their customers.

- **Personalized surveys** – Multilingual speech components embedded in the system helps our client create surveys in languages that are preferred and personal to their customers
- **Extensive analysis** – With both optional and descriptive questions triggered to the customers, customer responses are recorded and aligned in two views to make the analysis easier and faster.

About Uniphore

The ability to use speech to communicate is a primary reason for the evolutionary success of the human race. Uniphore's solutions extend this insight to the evolution of human-machine interaction. Uniphore's solutions allow any machine to understand and respond to natural human speech, thus enabling humans to use the most natural of communication modes, speech, to engage and instruct machines. Enterprises across industry, size and geographies deploy Uniphore's solution to dramatically improve employee productivity and deliver superior customer service.

As a leader of voice-based solutions, Uniphore has pioneered the development of mobile applications with the combined capabilities of Speech Recognition, Voice Biometrics, and Data. Uniphore boasts a roster of high-profile, satisfied customers across multiple verticals – Financial Service Providers (mobile commerce & banking), FMCGs & NBFCs (sales force automation), and Agriculture, Healthcare, & Education (content delivery services).

Since its inception in 2008, the company has grown at an exponential rate, and today it supports nearly half a million registered end users on its platforms every month. For more information on Uniphore visit www.uniphore.com.

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