

# Verint® Enterprise Feedback Management™



Verint Enterprise Feedback Management can help your organisation move from passive “listening” to proactive engagement with customers and employees.

## Now You Can:

- Capture and analyse feedback from customers and employees efficiently and proactively.
- Benefit from a single, enterprise survey and case management solution that can unify feedback from across your organisation.
- Gain a holistic view of your customers’ experiences by combining captured data with information from other solutions within Verint’s Voice of the Customer Analytics™ portfolio.

Customers and employees are some of the best sources of information to help grow your business. But passively “listening” to them is not enough. To gain the greatest benefit, you need to proactively engage them and use their input to drive company-wide action and accountability.

**Enterprise Feedback Management™** from Verint® Systems is a flexible, scalable solution that can help you engage customers and capture, analyse, track, and act on their feedback in a closed-loop process across the organisation. Designed specifically for business users, the solution includes:

- Multichannel surveying for capturing customer input across telephone, email, Web, and mobile channels.
- Panel management for organising groups of customers to actively participate in surveys.
- Built-in, advanced case management to open cases automatically based on survey responses, enabling quick action to resolve customer issues.
- Real-time analytics, dashboards, and reporting to help you quickly understand customer sentiment, detect trends and rising issues, and share information across the enterprise.

With Verint Enterprise Feedback Management, you can transform customer feedback into actionable information to help enhance service, satisfaction, and loyalty by:

- Creating sophisticated, branded surveys and emails using dozens of templates, questions, and themes to help improve response results.
- Centralising multichannel feedback and case management initiatives on a single, scalable solution.
- Tracking, managing, and resolving customer issues by automatically assigning and prioritising cases, identifying actions, and communicating with customers until case closure.
- Managing satisfaction and loyalty programme metrics, such as Net Promoter Score® (NPS).
- Targeting and segmenting customers to gain deeper insight through panels.
- Identifying future trends and operational improvements, aligning customer feedback with journey tracking and analysis, real-time dashboards, and reporting.
- Measuring employee feedback to help improve training and retention.

# Drive Action, Accountability, and Enhanced Customer Experiences

## Increase Response Rates and Receive Actionable Results

With Verint Enterprise Feedback Management, it's easy to create surveys — just choose from a selection of industry templates, import questions from Microsoft® Word, or use the solution's flexible editor to build your own. Branching, validation, data piping, quotas, page randomisation, and other advanced features can help you gather the data you need while reducing survey fatigue. You can even embed video and audio to make surveys engaging and “get social” with the solution's social media features.

Having captured the data, you can turn it into actionable results using real-time dashboards, analytics, and reporting. This insight can help you unify disparate approaches, systems, and survey processes to facilitate targeted, informed business decisions. You can even centralise data from your CRM and other systems to obtain a more complete view of survey respondents.

## Use Case Management to Track and Resolve Customer Issues

Verint Enterprise Feedback Management can open cases automatically based on survey responses, enabling quick action to resolve customer issues, enhance loyalty, maximise productivity, and identify service problems along the customer journey. Using the solution, you can:

- Trigger alerts based on selected criteria, such as low NPS or satisfaction scores.
- Track and align issues through user-defined criteria, such as business unit, product/service, or stage in the customer journey.

- Assign and prioritise cases automatically to help ensure timely responses and balanced workloads.
- Diagnose issues, identify root causes, and collaboratively plan appropriate courses of action.
- Communicate with customers proactively throughout the process using their preferred channels.
- Monitor case status, resolution times, and audit trails centrally, across all cases, to help ensure follow-up and closure.

## Capture Feedback Anytime, Anywhere with Mobile Surveys

Verint Enterprise Feedback Management enables you to deploy, access, and retrieve surveys on a range of mobile devices. Surveys can be deployed offline or by using the Web app, mobile browser, or SMS. Mobile surveys render in a device-friendly format, and survey responses can be captured offline and securely synced with the Web app when connected — a benefit for conducting surveys at conferences, sporting events, and other venues.

## Enterprise Feedback Management – Part of Verint's Voice of the Customer Analytics Solution

Enterprise Feedback Management is part of Verint Systems' patent-protected portfolio of voice of the customer analytics solutions. These solutions help organisations capture customer feedback across different channels of interaction, interpret it in the context of business objectives, and act on it to respond more effectively to customer and market demands.

## Receive Guidance from World-class Consultants

Verint Consulting Services can help you get the most from your investment. From implementation, customer support, application consulting, and training to performance management and business impact consulting, you can be confident that our experienced teams understand your business practices and operations — and are committed to your success.

## About Verint Enterprise Intelligence Solutions

Verint® Enterprise Intelligence Solutions™ capture and analyse customer interactions, sentiments, and trends across multiple channels, improve performance, and optimise the customer experience. The solution portfolio includes the Impact 360® Workforce Optimisation™ suite and Voice of the Customer software for increasing customer satisfaction and loyalty, enhancing products and services, reducing operating costs, and driving revenue.

## Verint. Powering Actionable Intelligence®.

Verint® Systems Inc. (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions and value-added services. More than 10,000 organisations in over 150 countries use our solutions to improve enterprise performance and make the world a safer place. For more information about Verint, visit [www.verint.com](http://www.verint.com).



[marketing.apac@verint.com](mailto:marketing.apac@verint.com)  
+(852) 2797 5678

Suite 715-716 Level 7, Core F  
Cyberport 3  
100 Cyberport Road  
Hong Kong

[www.verint.com](http://www.verint.com)

Unauthorised use, duplication, or modification of this document in whole or in part without the written consent of Verint Systems Inc. is strictly prohibited. By providing this document, Verint Systems Inc. is not making any representations regarding the correctness or completeness of its contents and reserves the right to alter this document at any time without notice. Features listed in this document are subject to change. Not all functionality is available in all configurations. Please contact Verint for current product features and specifications. All marks referenced herein with the © or TM symbol are registered trademarks or trademarks of Verint Systems Inc. or its subsidiaries. All rights reserved. All other marks are trademarks of their respective owners.