

Ask ME

The ultimate way to conduct telephone surveys and collect customer feedback



Ask ME, the ultimate solution for telephone surveys and customer feedback, significantly reduces any transaction costs associated with conducting telephone surveys, while at the same time providing a consistent and accurate record of customer responses.

Quick returns on your investment

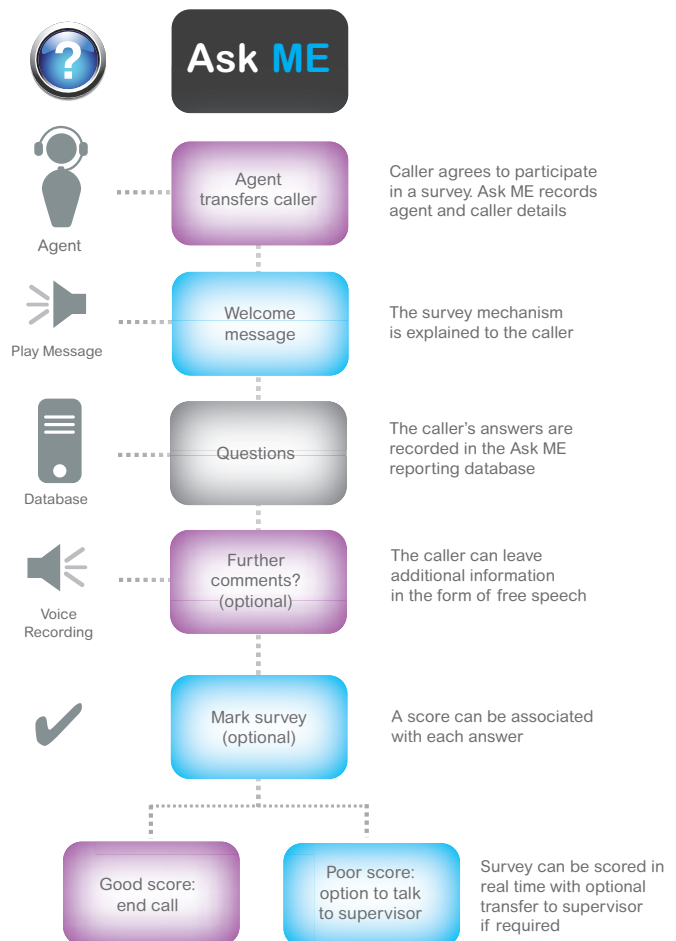
By utilising the latest in Integrated Voice Response (IVR), the **Ask ME** application can:

- Reduce customer survey costs by up to 95%
- Increase staff productivity through refining skills and knowledge based on customer feedback
- Improve products and services in line with customer feedback
- Improve profitability and customer retention, by taking corrective actions based on accurate feedback
- Add to internal agent scoring to provide a complete assessment of agent performance

'Ask ME has successfully completed in excess of 350,000 Customer Satisfaction surveys.'

Leading Global Car Manufacturer

The Ask ME call flow process



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Ask ME features & benefits

- **Ask ME** is a fully-automated survey tool for capturing customer feedback and market research information at a fraction of the cost of using traditional techniques.
- **Ask ME**, as an automated service, is more likely to obtain accurate and honest responses to questions regarding products and customer satisfaction.
- **Ask ME** is always available, allowing feedback to be left 24/7.
- **Ask ME** will help improve customer retention levels by providing valuable market feedback, allowing problem areas to be highlighted.
- **Ask ME** provides contact centres with the ability to measure and refine their agent skills and knowledge on an ongoing basis, based on customer feedback.
- Completely scalable, from a few calls per day to many thousands of calls per day.

Ask ME tailored to your needs

The following options can be configured within the **Ask ME** application:

- The type and number of questions that the caller is asked can be selected.
- Can support three types of responses: tones from the telephone keypad, simple verbal responses (e.g., yes/no) and complex verbal responses.
- Conditional branching supported, allowing the answer to one question to determine the next question asked.
- Survey results can be scheduled and automatically emailed to distribution lists.
- A transcription interface is available for documenting feedback from "free form" questions.
- Alerts can be sent via SMS or email if survey scores fall below specified thresholds.
- Can be configured to manually collect agent and caller details if automatic integration isn't an option.
- **Ask ME** can work with other **ME** modules, such as **ID ME** or **Alert ME**, to further improve customer service levels and increase agent productivity and effectiveness.
- Customer participation in a survey can be blind or agent-driven.

A Flexible Approach

Ask ME is a key application module within our packaged self-service suite. It can be integrated seamlessly into your existing environment, either as a standalone module or along with other **ME** application modules. These packaged solutions are available either on-premises or as hosted deployments providing reliable, flexible and scalable on-demand services.

About ME

ME is a set of pre-built voice and media enabled applications designed to help organisations improve productivity, extend self-service and empower their workforce.

ME utilises CTI, IVR and SMS to deliver twelve standard applications, ranging from **Pay ME**, which takes secure card payments from customers, to **Schedule ME**, which enables organisations to automate appointment requests.

Each application can be deployed individually to address a specific issue, or applications can be combined to address even the most complex of requirements.

Further information:

If you would like further information on the **Ask ME** solution or any other of the **ME** applications please:

Call us: **+44 (0)800 082 6282**

Email us: **info@ctilabs.com**

Visit: **www.ctilabs.com**



Pay ME



Tell ME



Send ME



Alert ME



Ask ME



Q4 ME



ID ME



Remind ME



Schedule ME



Connect ME



Conference ME



Fax ME

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