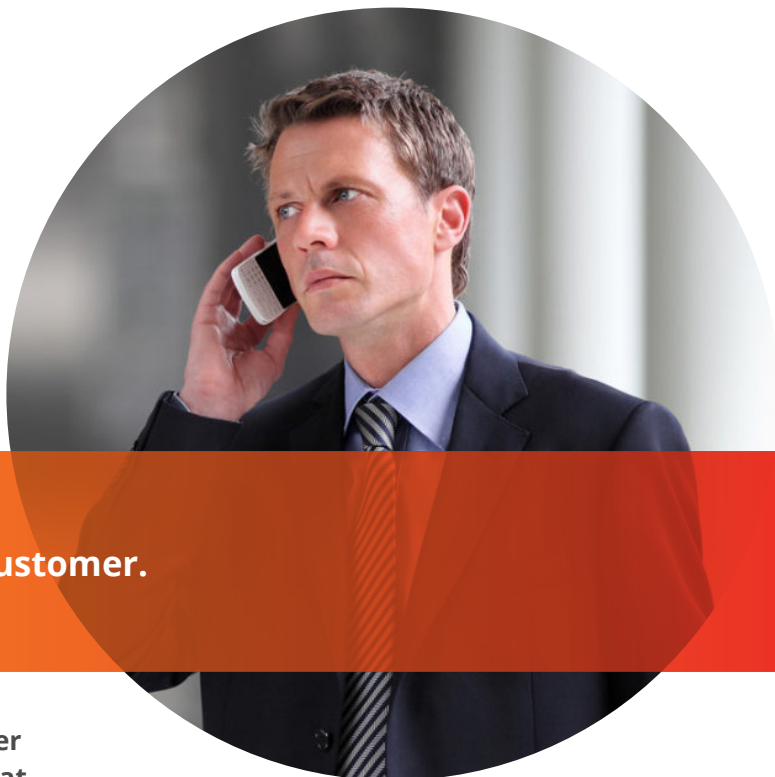## PINPOINT
Voice Driven Research™

IVR Voice Survey™

Capture the true voice of the customer.

The best way to understand the customer experience is to capture and analyze what consumers are saying:

1 Open-end responses capture true consumer emotion-sentiment

2 Seven out of 10 consumers prefer Voice Based Surveys™, which results in higher response rates

3 Accurate voice transcription turns survey open ends into experiential data

To understand the true impact of contact center customer interactions you need real-time feedback, and to understand the context to improve these interactions you need voice open ends. With PinPoint IVR Voice Surveys™ you capture the true voice of the customer, converting spoken responses to actionable data. No other survey signal delivers the same qualitative, quantitative, and sentiment data at scale.

Deeper Customer Insight

The ability to ask and interpret voice open-ended questions delivers more insight than is possible with other survey modes. It also encourages more candid responses that deliver more detailed information.

The ability to capture customer sentiment in real-time and turn it into actionable data brings you closer to your customers.

Five Reasons You Need PinPoint IVR Voice Survey:

Real-time response – Get immediate feedback following contact center interaction

Closed-loop service recovery – Real-time response creates actionable insight for immediate response

More responses – 80% of consumers prefer telephone interaction over any other channel

Better qualitative data – Capture 4 to 7 times more open-end data driving the "why" behind NPS or CSat metrics

Easy integration – Our API library makes it easy to integrate post transaction surveys into your contact center platform

Closed-loop Response

Event-triggered responses drive real-time alerts and call transfers for faster responses. With real-time voice surveys, you can create rules-based alerts based on both NPS and voice open-end data.

Content Center Survey Integration

PinPoint's API library makes it easy to integrate IVR Voice Surveys with leading telephony platforms from Avaya, Cisco, NICE, Gensys, Five9, TalkDesk, and others, including standard programming languages like REST and SOAP.
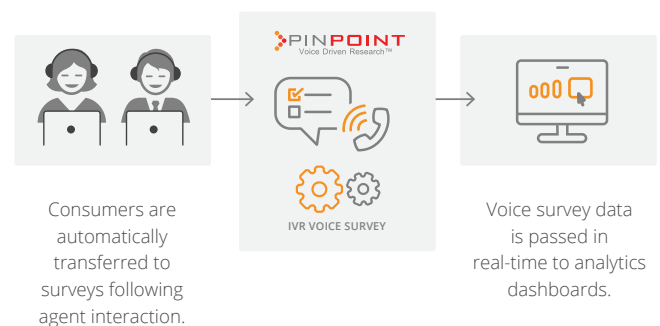
Better Customer Experience

Customers have a better experience when they get to express themselves in their own words. Voice Based Surveys™ help customers feel more connected and more engaged with your brand.

PinPoint IVR Voice Surveys

PinPoint's Smart Voice Survey Platform delivers Voice Based Surveys, automated Speech-to-Text transcription, analytics, and tools that convert customer voice interaction into actionable data.

Consumers are automatically transferred to surveys following agent interaction.

Voice survey data is passed in real-time to analytics dashboards.

Tap the power of IVR Voice Surveys for a myriad of use cases:

- Customer satisfaction surveys built into the contact center call flow
- Employee certifications for HR and compliance material, training, and more
- Field service evaluations to follow up with customers once service is complete
- End-of-call surveys to better understand consumer needs and expectations
- Patient satisfaction surveys for their healthcare experience that is HIPAA-compliant
- Employee surveys to gauge satisfaction and identify processes and policies that affect performance

Why you need enterprise-grade IVR voice surveys

- Improve customer satisfaction by measuring what drives customer behavior
- Get global reach with survey support in all languages
- Event-triggered response for faster customer service and closed-loop interaction
- Totally customizable surveys with embedded data, skip patterns, question rotations, and conditional branching

ABOUT PINPOINT RESEARCH

PinPoint Research is the leader in voice-driven data collection and data processing servicing the customer experience (CX) enterprise market. With over 30-years' experience, PinPoint Research pioneered IVR technology application for Voice Based Surveys™. Today, our proprietary hosted IVR survey and speech to text data processing technology solutions power the largest global brands survey and voice data collection enabling real-time voice of the customer and CX solutions for call center and retail global applications.

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