



Automated Survey

Staying in tune with what the customer wants is crucial to retaining customers and acquiring new ones. Conducting surveys to assess customer satisfaction levels and understand customer needs is an effective way to do that.

Design a survey, send it automatically by email, measure the responses and take actions based on the analysis, with the Soffront Survey feature. Leverage it from Soffront Customer Helpdesk, Soffront Employee Helpdesk and Soffront Marketing. With Soffront Email response, your respondent just replies to a regular email to fill out a survey. [Email Response](#) automatically parses the response and stores the information.

Key Features:

- **Assess customer satisfaction level with every ticket**

Send an email when a ticket is closed to solicit feedback on the customer experience with the ticket. When an agent closes the ticket using Customer Helpdesk or Employee Helpdesk, this email is sent automatically.

- **Conduct Surveys to determine and optimize Marketing strategy**

Send a survey to a select panel of customers / advisers, to determine views on product direction or product positioning. Product Managers and Product Marketing Managers can design and conduct such surveys. Use Soffront Email Campaign Manager to send emails to a particular section of your customer base.

Conduct surveys to understand email and media preferences and run campaigns targeted at those who are more likely to respond.

- **Measure responses and run reports**

The submitter can either visit a page to answer the survey or respond to survey in the body of the email. Either way the customer response is captured automatically and management can run reports for an objective measure of 'customer satisfaction'. Product Managers and Product Marketing Managers have instant access to survey responses to make informed decisions. The agent sees the feedback as reported by the submitter but can never change it.

- **Take actions based on responses**

Define notification rules to take actions based on the survey responses. To illustrate, the PR and Marketing team may want to be notified if a customer responds positively about talking to the press or recommending to others. A VP of Sales may want to know if a key customer is dissatisfied with any ticket.

The Surveys feature is integrated with Soffront Business Rules. Define rules to monitor the stored information and take automatic actions, with Soffront Business Rules. To illustrate, the President or CEO may want to be alerted if the percentage of respondents that rate the support below par is more than 3% in a given period. Similarly a VP of Customer Service may want to be alerted if a particular agent scores below par on more than three tickets in a given period.