# SURVE *for*
CONTACT CENTERS

What an exciting time to work in the contact center world! You've got cloud, mobile, and multi-channel technologies at your fingertips and can even integrate social media communications into your customer service environments. All of these innovations create opportunities to provide more comprehensive service than ever before. The sky's the limit on how you open customer feedback channels and respond more efficiently than you could in the past.
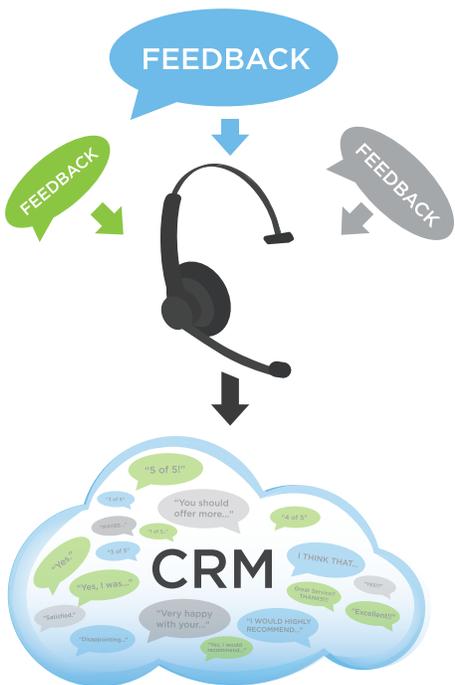
Your contact center needs SURVE by Clicktools if you want to:

AUTOMATICALLY SURVEY YOUR CUSTOMERS IMMEDIATELY AFTER THE CASE CLOSES.

- To gain greater insight into what your customers think.

INTEGRATE ALL RESPONSES IN CRM FOR EASY ACCESS AND ACTION.

- To increase customer satisfaction and experience.

RESPOND FASTER TO UNHAPPY CUSTOMERS.

- To maintain higher retention and referral rates.

SURVE by Clicktools empowers you to receive feedback and respond to customers with **customer care surveys, support case forms, and call scripts that integrate directly with your CRM solution.** Many of these interactions can be automated, so that your agents can focus on improving customer experience where it matters – in one-to-one conversations.

SURVE _helps_ CONTACT CENTERS:

- **Improve customer experience by collecting and responding to feedback** at key points, such as immediately after a support case closes.

- **Increase agent productivity** by automating feedback collection, so that agents can focus on meaningful customer engagements that drive loyalty.

- **Decrease operational costs** by utilizing customer care surveys and support case forms that leverage your existing investment in CRM.

- **Enable closed-loop management** of your whole service cycle, automating processes from call scripts to surveys and follow-up actions based on customer feedback.

- **Report on and analyze customer feedback** with built-in dashboards, text analysis, and CRM integration that allow managers to see real-time insights.

Let's talk about how you can collect, centralize, and act on customer feedback, leveraging the power of CRM.

ABOUT CLICKTOOLS

Since 2001, Clicktools has developed cloud applications that integrate with CRM to help businesses better understand and serve their customers. Hundreds of companies rely on Clicktools' flagship offering, SURVE, the premium survey software for business, to integrate customer feedback in CRM. Syncfrog, Clicktools' low-cost, intelligent data loader, empowers non-technical users to centralize data from multiple cloud applications. The company is headquartered in Poole, England, UK with US offices in Phoenix, Arizona. Clicktools is owned by Callidus Software Inc. (NASDAQ: CALD), which operates as CallidusCloud®, the leading provider of sales and marketing effectiveness software.

Contact us today for a FREE demo.

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