Customer Surveys (Capability)

1. Hole Delimition	
2. Example of Use	Э

1 Role Definition

3. Executive Summary

4. Key Features

Documentation

Properties

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1. Role Definition



Handle the deployment, execution and on-going refinement of customer surveys. This includes many types of survey including traditional mailshot questionnaires, in production review/feedback solicitation, review panels/focus groups. The survey execution process performs the survey definitions, selection of reviewers, surveying and post survey analysis

2. Example of Use



A bank develops a customer questionnaire to obtain feedback from customers that make frequent use of the self-service contact center facility for service improvement suggestions

3. Executive Summary



Define and execute and analyze customer surveys

4. Key Features



Customer survey definition/refinement

Reviewer selection/identification

Customer survey execution

Customer survey analysis and feedback

Documentation



Properties

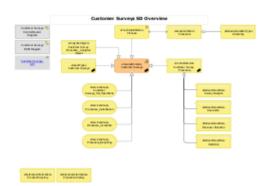


Property	Value
Service Domair	1
API BIAN Portal	Customer Surveys API (https://app.swaggerhub.com/apis/BIAN-3/CustomerSurveys/12.0.0)
Core Business Object	Customer Survey (object_26.html?object=48721)
Individual Analytics	customerSurveyProcedureAccumulators customerSurveyProcedureActivityAnalysis customerSurveyProcedureTrends&Events
Portfolio Analytics	customerSurveyProcedurePortfolioActivityAnalysis customerSurveyProcedurePortfolioMake-UpAnalysis customerSurveyProcedurePortfolioPerformanceAnalysis
Scenarios	Analyse Customer Segment Performance (views/view_55046.html)
Service Role	Define and execute and analyze customer surveys
BIAN Life Cycle	
Registration Status	Registered
Stereotypes	
stereotype	ServiceDomain

Appears on

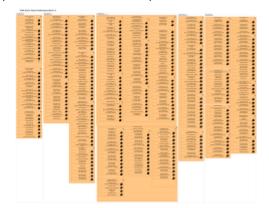


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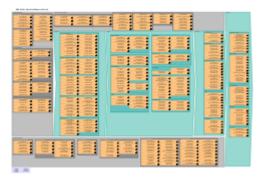
Customer Surveys SD Overview

(views/view_51891.html)



BIAN Service Landscape V12.0 Matrix Vi...

(views/view_51705.html)



BIAN Service Landscape V12.0 Value Ch...

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aggregated by Wave 3 (object_25.html?object=130117)

Wave 3 (object_25.html?object=153743)

Marketing And Development (object_25.html?object=171926)

is equal to Customer Surveys (object_36.html?object=33539)

is part of Marketing (object_25.html?object=130117)

