



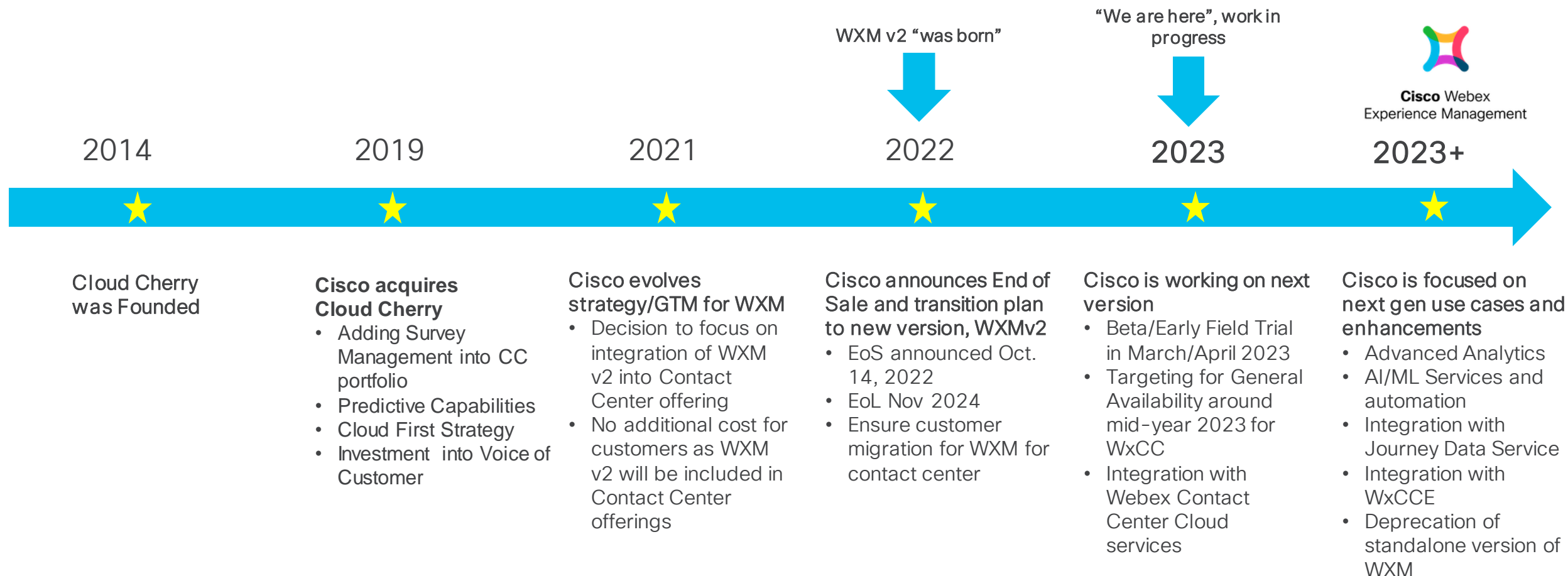
Voice of Customer Surveys

Shreya Srinivas, Webex Contact Center
Aaron Buda, Product Manager WXM V2

April 12th, 2023

The Journey of Experience Management

We decided to evolve WXM into next generation Experience Management.



What is Experience Management, WXM v2?

We are currently working on the next version, Webex Experience Management v2, which will be directly integrated into WxCC and WxCCE to provide improved abilities to **collect explicit/implicit feedback and data, store and visualize customer feedback** data through surveys over various channels and displays information in **user friendly dashboards**.



Contact Center Impact



Business Analysts

Inform a business analyst with comprehensive VOC analytics.



Supervisor

- Inform a supervisor on how their agents are doing with their calls and chats.
- Enable routing to high CSAT agents.
- Enable agent coaching from their supervisors.



Agent

Inform agents on how they are doing with their calls and chats.

Pillars of Webex Experience Management v2

Core use cases for Webex Experience Management v2:

- **Surveys** – Create, Capture, Analyze, Act, and Monitor!
- **Omni Channel Integration** – Survey from anywhere!
- **Natural Language Processing**– find the themes and terms your customers are talking about the most!
- **Path Analysis** – observe your customers through their journey with you contact center!
- More to come... **We ask you for YOUR feedback!**

Survey
Creation

Survey
Collection

Visualization

Topic
Modeling

Sentiment
Analysis

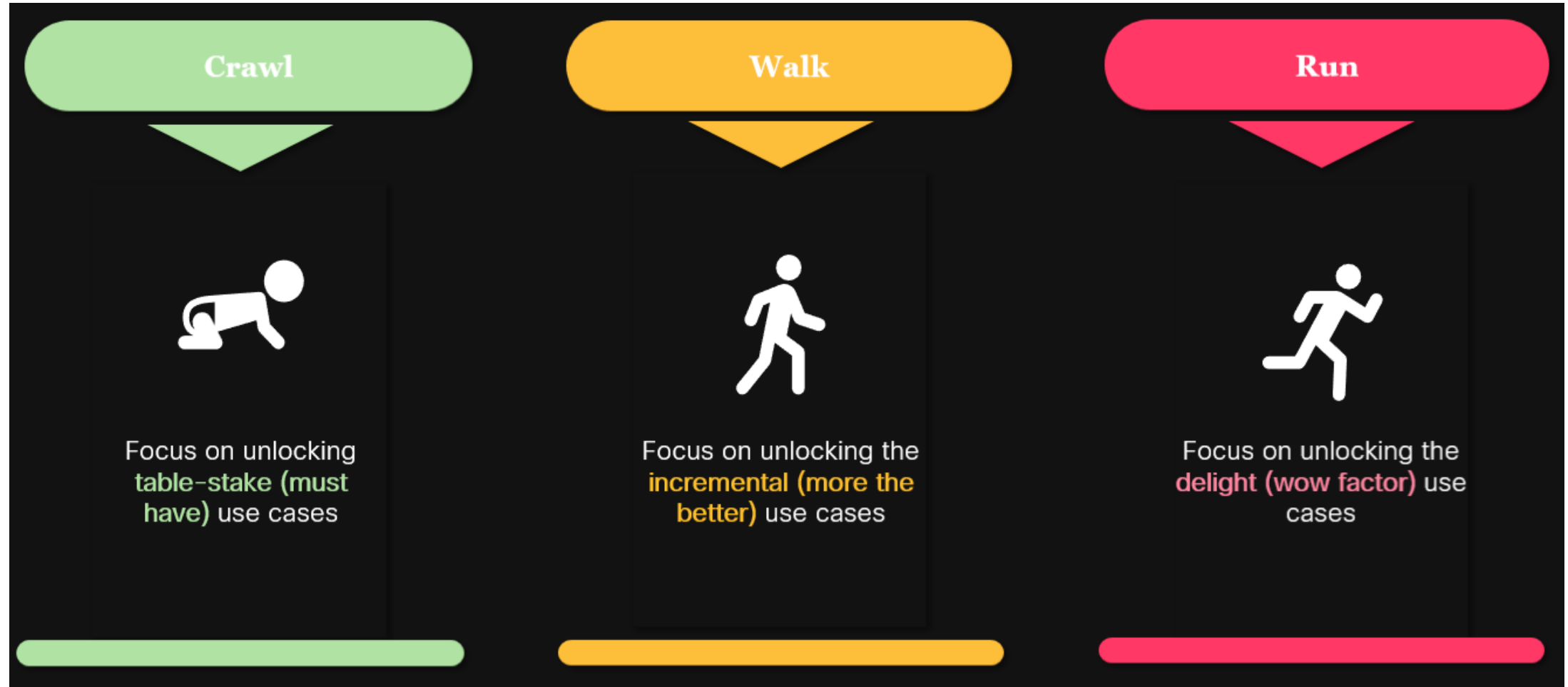
Theme
Analysis

Voice to
Text

Journey
Optimizer

Agent
Coaching

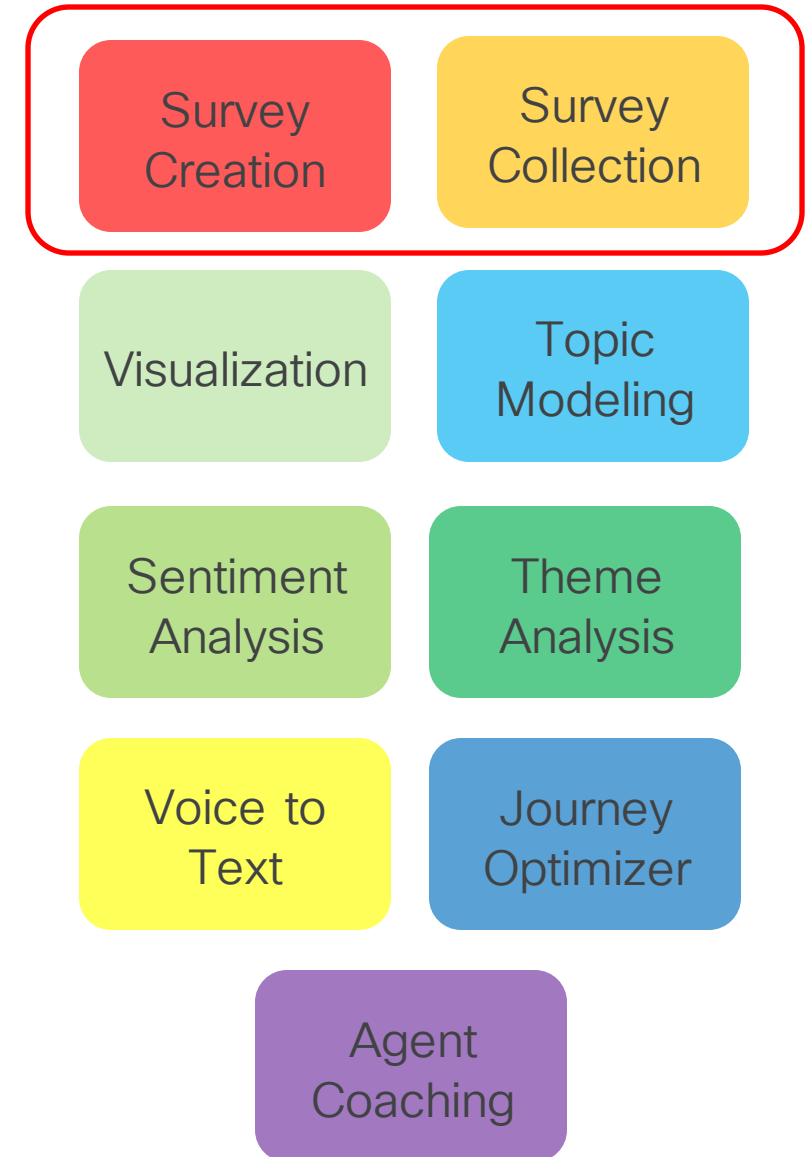
WXM V2 Roadmap Phases



Crawl – What is Webex Experience Management v2?

Core use cases for Webex Experience Management v2:

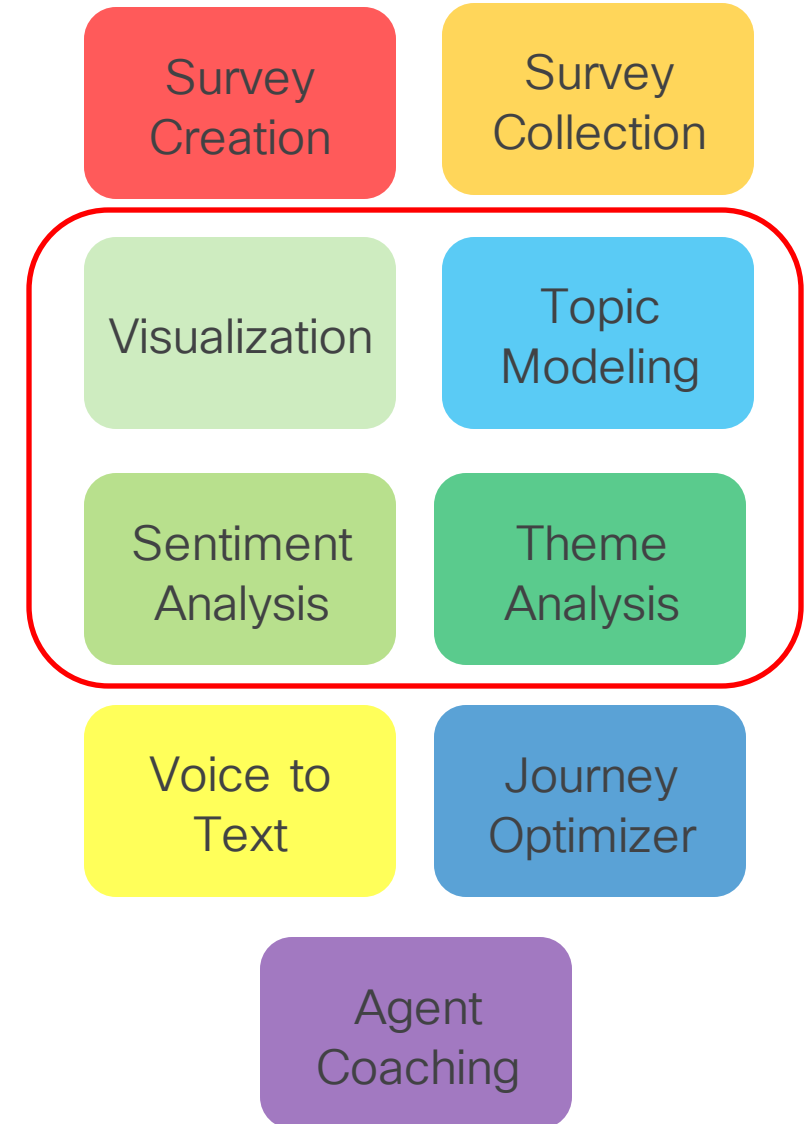
- **Surveys** – Create, Capture, Analyze, Act, and Monitor!
- **Omni Chanel Integration** – Survey from anywhere!
- **Natural Language Processing**– find the themes and terms your customers are talking about the most!
- **Path Analysis** – observe your customers through their journey with you contact center!
- More to come... **We ask you for YOUR feedback!**



Walk – What is Webex Experience Management v2?

Core use cases for Webex Experience Management v2:

- **Surveys** – Create, Capture, Analyze, Act, and Monitor!
- **Omni Chanel Integration** – Survey from anywhere!
- **Natural Language Processing**– find the themes and terms your customers are talking about the most!
- **Path Analysis** – observe your customers through their journey with you contact center!
- More to come... **We ask you for YOUR feedback!**



Run – What is Webex Experience Management v2?

Core use cases for Webex Experience Management v2:

- **Surveys** – Create, Capture, Analyze, Act, and Monitor!
- **Omni Chanel Integration** – Survey from anywhere!
- **Natural Language Processing**– find the themes and terms your customers are talking about the most!
- **Path Analysis** – observe your customers through their journey with you contact center!
- More to come... **We ask you for YOUR feedback!**

Survey
Creation

Survey
Collection

Visualization

Topic
Modeling

Sentiment
Analysis

Theme
Analysis

Voice to
Text

Journey
Optimizer

Agent
Coaching

Surveys we will include in WXM v2

- Post Call Survey Interactive Voice Response (PCS IVR)
 - Answering survey questions using the telephone keypad
- Digital Surveys through Webex Connect/IMI
 - Live Chat
 - SMS
 - Email
 - Facebook
 - Twitter

How likely are you to recommend us to your friends and family?



Not at all Likely

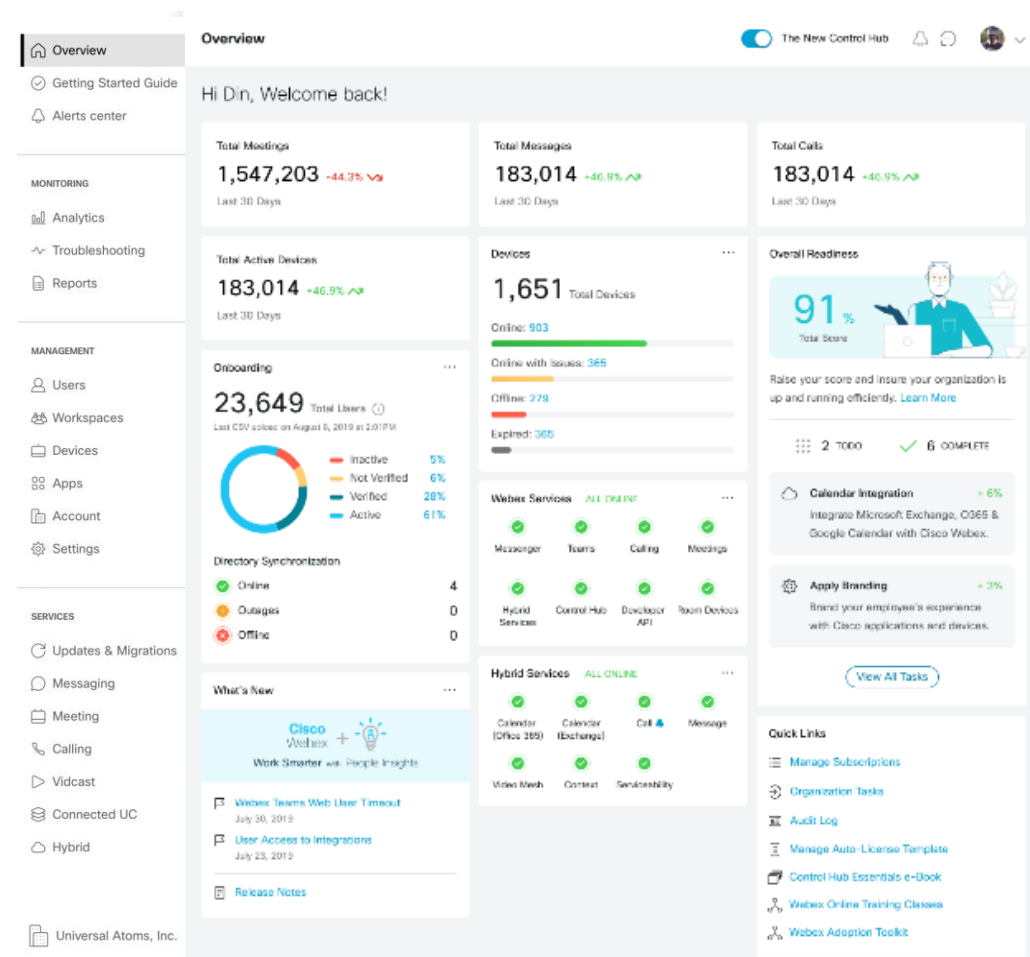
Maybe

*Extremely
Likely*

Control Hub and Experience Management

Manage any User, any Device, Anywhere!

- Single Pane of Glass
 - Meetings
 - Messaging
 - Calling
 - Devices
 - Etc.
- Provision, Monitor, Trouble Shoot
- Advanced analytics and reporting



Survey Builder through Control Hub

What you get:

1. Central view of surveys created
2. Create New Survey
3. Fields:
 - Survey Name
 - Type of Survey
 - # of Responses
 - Creator of Survey
 - Last Modified Date
4. Survey results download

The screenshot displays the Webex Control Hub interface. On the left, a sidebar menu is visible with the 'Contact Center' section highlighted in red. Below it, the 'CUSTOMER EXPERIENCE' section is also highlighted in red, with 'Survey' selected. The main content area shows a table of surveys with columns for Title, Survey name, Type, Response, Creator, and Last modified. A 'Create new survey' button is located in the top right corner.

Title	Survey name	Type	Response	Creator	Last modified
	CSAT survey	IVR survey	79	Me	26-Apr-2021
	NPS survey	Digital survey	802	ss-intgus-org-1@mailinator.com	20-May-2021
	Service satisfaction	Digital survey	1096	ss-intgus-org-2@mailinator.com	10-Aug-2021

Survey Builder – Digital Survey or PCS IVR

What you get:

1. A guided tour to create a survey
2. A choice between
 - PCS IVR
 - Digital Surveys
3. Languages to be supported


Create a new survey

Summary Questions Appearance & Preview

Summary


Survey type

Please select one survey option:



IVR surveys

An audio based survey that allows one question to be collected at the end of a call flow for quick customer feedback.



Digital surveys

A visual based survey that allows multiple questions to be collected at the end of customer interaction through digital channels (email, SMS, chat ect)

Survey name

Languages to support

English (Default) ▾

Cancel Next

Survey Builder – PCS IVR

What you get:

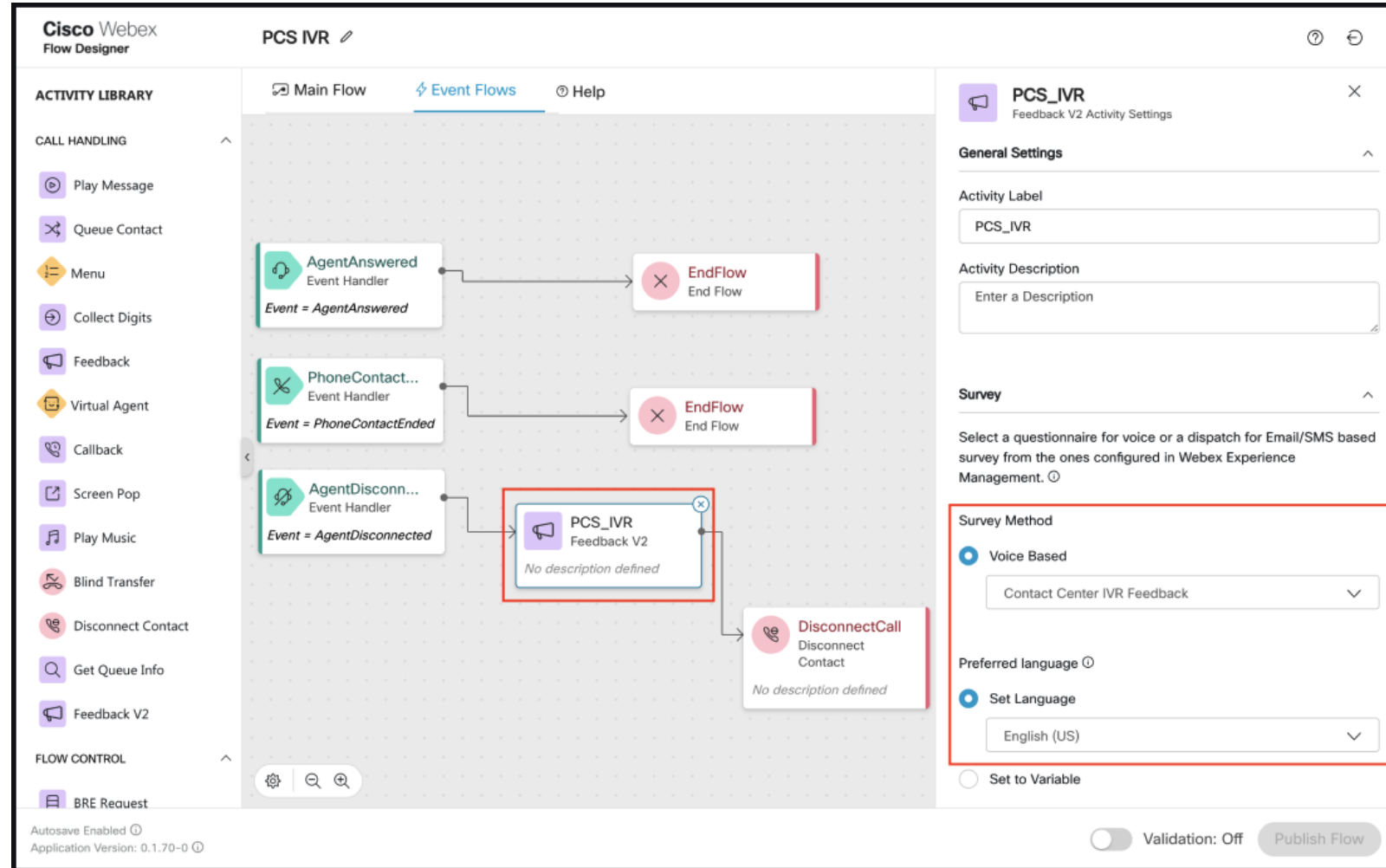
1. Question type
 - NPS
 - CSAT
 - CES
2. IVR for survey
3. Audio file for invalid response
4. Audio file for timeout handling

The screenshot shows the 'Create new survey' interface. At the top, there's a blue header with the text 'Create new survey'. Below it, a progress bar indicates three steps: 'Summary' (active), 'Questions', and 'Preview'. Under the progress bar, there are language selection buttons: 'English' (selected), 'German', and 'French'. The main content area is titled 'Question' and has a dropdown menu set to 'CSAT'. Below this, there's a 'Rating scale' section with a value of '1-5'. The 'IVR audio prompt' section instructs to 'Upload an audio file for IVR channel.' and features a dashed box with an upload icon, the text 'Drag and drop your file to upload or', a 'Choose a file' button, and a note '(MP3 files in a-z case format - max 25MB)'. The 'Error handling' section includes an 'Invalid input' subsection with an upload icon, the text 'Drag and drop your file to upload or', a 'Choose a file' button, and a note '(MP3 files in a-z case format - max 25MB)'. Below this is a 'Maximum invalid inputs and timeout allowed' dropdown menu set to '3'. The 'Timeout' section instructs to 'Upload an audio file for timeout.' and features a dashed box with an upload icon, the text 'Drag and drop your file to upload or', a 'Choose a file' button, and a note '(MP3 files in a-z case format - max 25MB)'.

PCS IVR Through Flow Designer

What you get:

1. Feedback V2 node in flow designer of WXCC software



Survey Builder – Digital Survey

What you get:

1. Welcome Note
2. Question selection
 - NPS
 - CSAT
 - CES
 - Etc.
3. Thank you note

Create new survey

Summary Questions Appearance & Preview

Welcome note

English German French

We'd like to hear from you
Let us know your experience with our customer support recently to help us improve our service further!

+ Add a question

Q1

English German French

Are you satisfied with the quality of our service?

Excellent Very Good Good Fair Poor

Q2

English German French

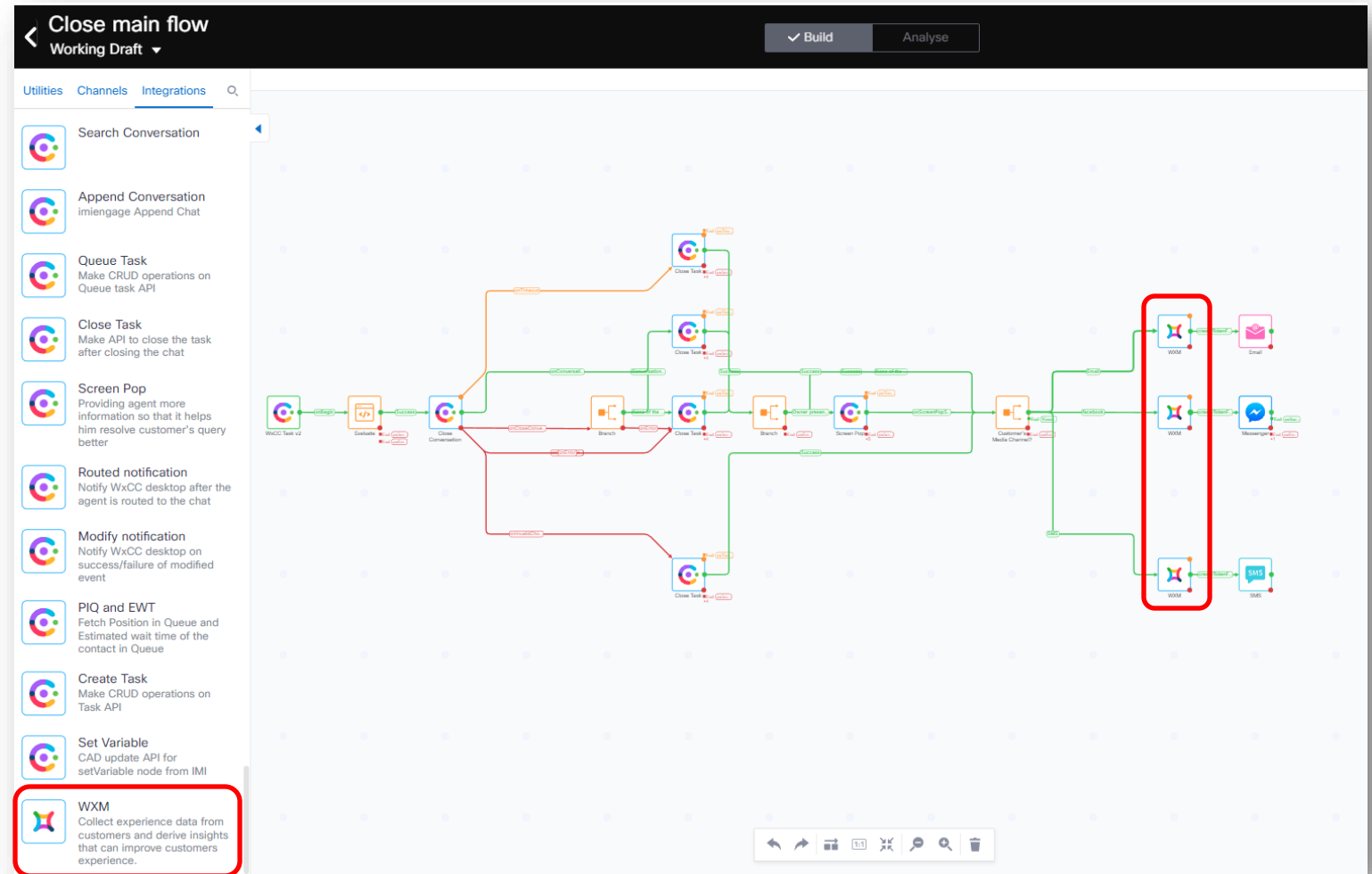
Did we solve your concerns?

Yes No

Digital Survey Through WebexConnect

What you get:

1. WXM Node at the end of a WebexConnect flow.



The Survey Results

Will be in:

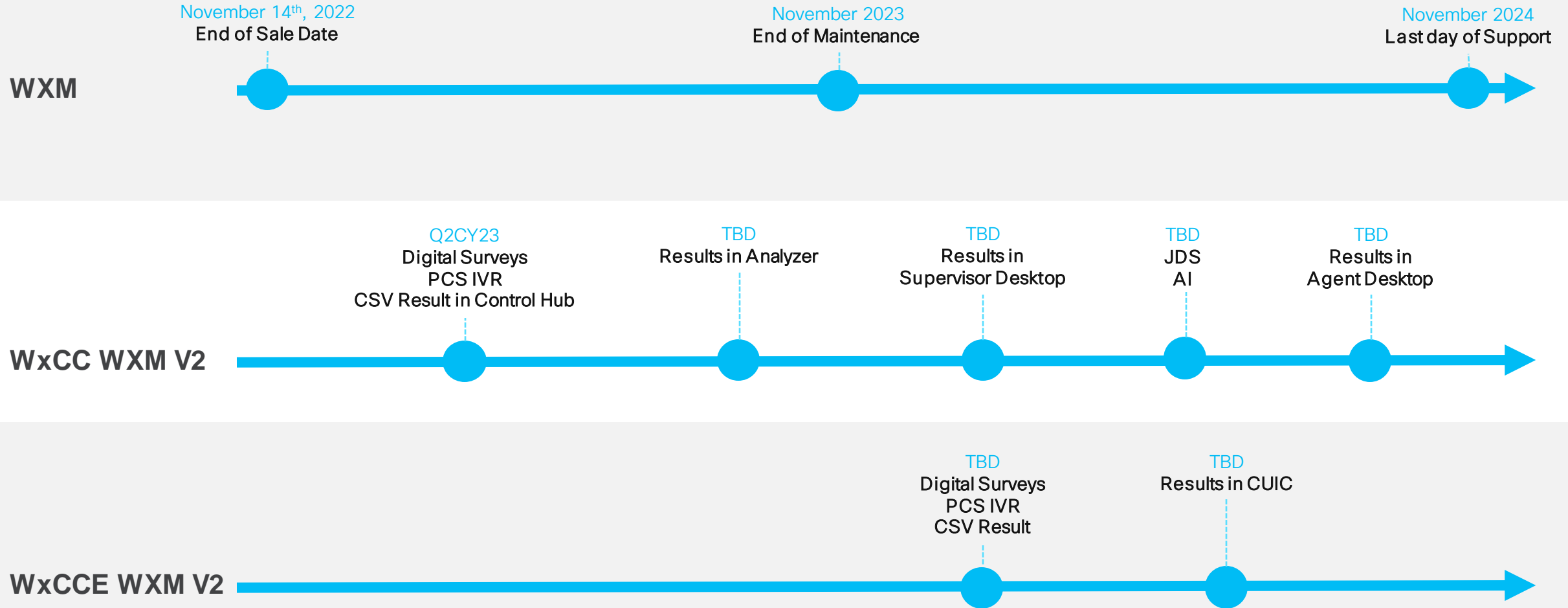
- Analyzer
- Supervisor Desktop
- Agent Desktop

For now, they are downloadable from the survey builder as a CSV.

Licensing

- WXM v2 will be fully included in Webex Contact Center, Cloud and On-Premise
- It will also come with standard licenses of Flex 3.0

Roadmap





The bridge to possible