

The eTouchPoint Advantage

eTouchPoint is an Enterprise Feedback Management (EFM) system that is cost-effective, highly configurable, and easy to use. It is offered as a Software as a Service (SaaS) platform. There is no hardware or software to install, and the system can be implemented quickly so that you can begin seeing the benefits within weeks (not months).

Features	Advantages	Benefits
Integrated Feedback from Multiple Data Sources	Collect feedback from customers, employees, and partners via Interactive Voice Response (IVR), Online Surveys, and SMS / Mobile text messaging. Integrate eTouchPoint with your other financial, HR, and CRM systems.	Experience data from all touchpoints is integrated into a single platform for data analysis and reporting. The result is greater business intelligence and actionable insights across the entire organization.
Hierarchical and Role-Based Reporting	Access summary results for stakeholders and highly granular details for front-line managers. You can view results by employee, group, location, region, state, or country.	Optimize your ability to improve customer satisfaction by controlling the way you view the reports with an unlimited number of hierarchical “roll-ups” within your organization.
Customer Alerts	Drive operational improvement and customer loyalty with the highly actionable information and customer alerts provided by eTouchPoint.	Ensure that customer-related issues are being handled consistently and in a timely manner. Employees are proactively alerted when to follow up with dissatisfied customers.
Unstructured Feedback (Audio and Text Comments)	Tap the power of unstructured customer feedback through audio or transcribed/text feedback. Customer comments are categorized by sentiment and business process so that issues and successes can be easily identified and acted upon.	Identify key business, process, and technological themes impacting the customer experience. Information can be used to identify problem areas or in coaching employees to improve performance.
Coaching Discussions and Tips	Integrate personalized messages, improvement tips, training strategies, and industry standards into customized scorecards.	Coach individuals, teams, and divisions by placing highly actionable information in the scorecards based on score thresholds.
Data Segmentation and Linkage Analysis Service	Segment customer experience data by product type, service type, channel, geography or other metric.	Leverage data collected to understand performance and underlying themes across business units. Common metrics can be used so stakeholders can easily compare performance across silos.
Scalable, Secure, and Reliable	eTouchPoint uses enterprise Java and Oracle database technologies. All data is encrypted to ensure data security. Our servers are hosted at Tier 1 data centers that are secure, maintain 99.999% uptime, and are prepared in the event of a natural disaster.	eTouchPoint was developed with the flexibility to meet future changes in business needs and with the scalability to handle an unlimited number of locations and employees simultaneously.

eTouchPoint Delivers

eTouchPoint serves leaders in Communications, Financial Services, Insurance, Retail, Food Services, and other industries. For the past ten years, eTouchPoint has provided actionable customer experience and employee performance information to our clients, helping them reduce customer churn, increase revenues, and enhance their global brand by creating satisfied, loyal customers.