

## Hierarchical & Brand-Level Reporting

*Continuously and cost-effectively monitor, manage, and improve the performance of your company to optimize your customers' experiences at every touchpoint.*

eTouchPoint is a comprehensive solution that enables companies to easily and cost-effectively collect feedback data from customers, employees, and partners on their experiences with the company, its brand, and its employees. With eTouchPoint, you will know who is dissatisfied, why they are dissatisfied, which touchpoint was responsible for the interaction, and what should be done to rectify the situation or improve the process in the future.

### ● Advanced, Flexible Data Collection



Collect feedback across different segments or channels quickly and easily using Interactive Voice Response (IVR), Online Surveys, or SMS / Mobile text messaging. The medium used is dictated by the business need – IVR is used for employee-level, post-interaction, customer experience surveys, while Online Surveys may be used after an e-chat or web-based interaction. Programs can be recurring, periodic, or one-time events. eTouchPoint also easily integrates with your other information systems for enhanced data analysis and reporting capabilities.

### ● Enterprise, Hierarchical Reporting & Alerts

eTouchPoint's unique approach to Enterprise Feedback Management (EFM) enables our clients to engage customers, employees, and partners at every touchpoint. Feedback is consolidated and integrated into a single platform, where it is transformed into actionable business intelligence. The system automatically alerts field leaders, so they can resolve customer concerns immediately, while corporate stakeholders can monitor and prioritize strategic issues.



### ● Integrated Coaching Tips & Training



We recognize that reports and data alone will not solve problems. That's why eTouchPoint incorporates a sophisticated business intelligence engine to ensure that the right information is sent to the people that need it most. Based on user-defined thresholds, the system will automatically identify the appropriate improvement strategies, coaching tips, best practices, training modules, and recognition for a job well done.

## 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
<b>Integrated Feedback from Multiple Data Sources</b>	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.
<b>Hierarchical and Role-Based Reporting</b>	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.
<b>Customer Alerts</b>	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.
<b>Unstructured Feedback (Audio and Text Comments)</b>	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.
<b>Coaching Discussions and Tips</b>	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.
<b>Data Segmentation and Linkage Analysis Service</b>	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.
<b>Scalable, Secure, and Reliable</b>	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.