



## Be the Most Trusted and Loved Brand in Your Industry

IgniteTech's ResponseTek solution is an enterprise customer experience management SaaS solution that includes three modules: **Voice of the Customer, Voice of the Employee and Listening Lab.**

### **EACH OF YOUR CUSTOMERS HAS A VALUABLE OPINION ABOUT YOUR BRAND. ARE YOU SET UP TO HEAR IT?**

As global leaders in enterprise customer experience management solutions, IgniteTech's ResponseTek helps you drive hardline revenue growth through effective, easy-to-use and engaging customer experience management that puts you firmly in control. Our focus is unwavering: we provide insight and action on how to save customers, grow share of wallet and add new customers. All the time. Each and every day.

### **The ResponseTek Listening Platform helps you continually measure and improve customer experience by enabling:**

- Automated, personalized post-transactional surveys and feedback across all customer touchpoints (call center, retail, digital, etc.)
- Easy data integration into your CRM, marketing automation, customer service and other customer-impacting systems
- Integrated workflow tools to drive both automated and manual actions for issue resolution and customer follow-up to reduce churn
- Personalized, role-based dashboards and reports to align all employees on critical CX metrics
- Automated features to engage happy and influential customers by enabling referrals, offer sharing or content promotion

- Collect and aggregate customer experience, demographic, journey and behavior data to monitor and improve customer experience in real time
- Provide real-time analytics and insights to help you make data-driven decisions across your entire organization, allowing you to optimize experiences, services and processes across the entire customer journey
- Enable two-way exchange with customers that saves and retains at-risk customers in real time and empowers your employees to deliver exceptional customer experiences
- Support business strategies by developing long-term, meaningful relationships with customers



## IGNITETECH RESPONSETEK SOLUTIONS

IgniteTech's ResponseTek customer experience management SaaS solution includes three modules: Voice of the Customer, Voice of the Employee and Listening Lab.

- **Voice of the Customer:** Every customer has the right to be heard. Capture the voice of your customer on any device, in any language, at every touchpoint. Automatic analysis and reporting connect customer insight with every part of your business. With direct access to feedback and insights from customers, the frontline becomes more engaged, and team leads gain immediate opportunities for training and coaching based on the Voice of the Customer.
- **Voice of the Employee:** Your employees live the reality of your business every day. Empower and engage them by giving them a voice. Capture feedback and ideas, measure engagement and satisfaction and constantly learn from the most important resource you have — your employees.
- **Listening Lab:** A self-serve interface that empowers users to create and deploy ad hoc surveys in minutes, creating quick-fire tests and rapidly measuring results within their enterprise CEM program. Listening Lab extends surveys beyond the Customer Experience team to now involve departments such as Product Development, Market Research, Marketing and HR to act on insights from customer feedback.

## THE LISTENING PLATFORM

The ResponseTek Listening Platform includes four key components – Listen, Learn, Act and Engage. Each component is mapped to a stage in our systematic approach for collecting feedback, mining the feedback for insights and then incorporating those insights into business decisions.

- **Listen:** Capture customer feedback moments after every transaction and link it to employees, stores, products and functions for ongoing improvement. Smart surveys, intelligent digital intercepts and best practices contribute to industry-leading response rates of 14% for email and 21% for SMS. The ResponseTek Listening Platform supports more than 36 languages globally.
- **Learn:** Visual presentation of analyzed feedback, built-in analysis of trends and predictive analytics enables clearer, faster decision making. Automatic role-based alerting and reporting reaches any employee in your enterprise, creating a culture of deep customer understanding, orientation and action — from frontline staff to the CEO.
- **Act:** Tie feedback and action to individual employees, managers and locations. Alerting employees when customers have expressed a negative sentiment promotes ownership of the customer experience at every level. Measurable workflows improve individual performance with customized training tied to real customer experiences. More importantly, turn detractors into promoters with post-resolution surveys to ensure satisfaction.
- **Engage:** Two-way dialogue with every customer ensures every loop is closed and no captured experience gets forgotten or ignored. Nurture and leverage net promoters with targeted marketing promotions and offers that reward their loyalty. And deliver personalized special offers to save customers at risk.

## FEATURES & BENEFITS

Drive hardline revenue growth through effective, easy-to-use and engaging customer experience management that puts you firmly in control.

- **Know Your Customers:** To build a relationship, you have to know your customers inside out: understanding them as customers, individuals and as members of attitudinal and behavioral tribes. We allow you to capture the voice of your customer on any device, in any language, at every touchpoint. As experts in highly personalized transactional surveys, we give customers the power to express opinions in quick and efficient formats, resulting in survey response rates that can reach up to 48%.
- **Get a Complete View:** ResponseTek enables additional listening via advanced text analytics, sentiment analysis and social media so you can build a complete view of the customer experience across your organization.
- **Continuously Build Loyalty:** Identify where brand loyalty is gained or lost with powerful analysis and reporting tools, transforming feedback into insights. Explore reports, dashboards and scorecards, and put customer feedback at the center of your business.
- **Spot Trends in Real Time:** Access trends and macro reports at the line of business or decision level, or drill right down to the customer or employee level to review individual feedback. No matter what you want to discover, you'll have real-time knowledge at your fingertips.
- **Learn What Works:** Our model delivers performance management tools to understand how services impact delivery of the brand promise. Integrated action management helps you consistently exceed customer expectations.
- **Engage and Empower:** Turn your employees into some of your biggest brand fans — working hard to deliver the experience your brand promises. With direct access to feedback and insights from customers, the frontline becomes more engaged, and team leads gain immediate opportunities for training and coaching based on the Voice of the Customer.
- **Start an Ongoing Dialog:** Create a continuous two-way dialogue with your customers, from closing the loop and remedying poor customer experiences to reaching out to your strongest supporters to learn about positive experiences. Triggered alerts and actions ensure no customer follow-up is forgotten or missed.
- **Improve Customer Targeting:** When you make each experience truly personal — tailored to each individual based on deeper, richer, more actionable insight — you get better results. Our highly personalized approach enables more effective targeting for your promotions and offers, allowing you to save at-risk customers and reward the loyal, turning them into brand advocates through relevant and resonant referral offers.

Give customers a quick and easy way to share their feedback with your business, bridging the gap between your company's brand promise and the actual experience delivered by employees.

## FOR MORE INFORMATION

**Contact:** [success@ignitetech.com](mailto:success@ignitetech.com)

**Visit:** [ignitetech.com/responsetek](https://ignitetech.com/responsetek)

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