



## IVR / WEB SURVEY PROGRAMS

*Since 1979, ICC/Decision Services has provided major retailers with a comprehensive array of services and programs that work to increase operational efficiencies, improve the Customer Experience, motivate your workforce and grow your sales.*

*The IVR/Web Survey is one of our most effective tools.*

### PROGRAM INSIGHT

What are your customers really thinking? The only way to know is to ask! ICC/Decision Services conducts IVR phone and/or Web-based customer satisfaction surveys that reveal details of your customers' opinions of their customer experience. We even have the ability to provide you with the actual 'voice of the customer' in digitally recorded responses via our state-of-the-art IVR system. What better way to hear what your customers think about their Customer Experience at your store?

### BENEFITS

- You learn first-hand from your customer what is and is not working correctly
- A dependable means to identify areas for improvement quickly
- Immediate feedback 24/7
- Statistically significant data based on high response rates
- Cost effective

### HOW IT WORKS

ICC/Decision Services market research professionals design a brief IVR and/or Web customer satisfaction survey based on the key elements of your Customer Experience initiative. Survey invitations are generally issued via client POS system receipts or extended directly to customers by store personnel. The receipt indicates that customers will receive a special in-store coupon for participating in the brief survey. Customers call a toll-free number or go on-line to conduct the survey. All data is verified for quality assurance, analysis, and reporting. Interim "snapshots" are provided to retail management throughout the program. Program review reports, including executive summaries with detailed insights and recommendations, can be provided on-line or in-person.

### CONTACT US

Learn more about how ICC/Decision Services can develop a custom program to optimize your Customer Experience Management initiatives:

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