



**Independent consultants  
specializing in call centers,  
contact centers and CRM.**

## The Survey Portal

Contact Center Professionals, Inc.

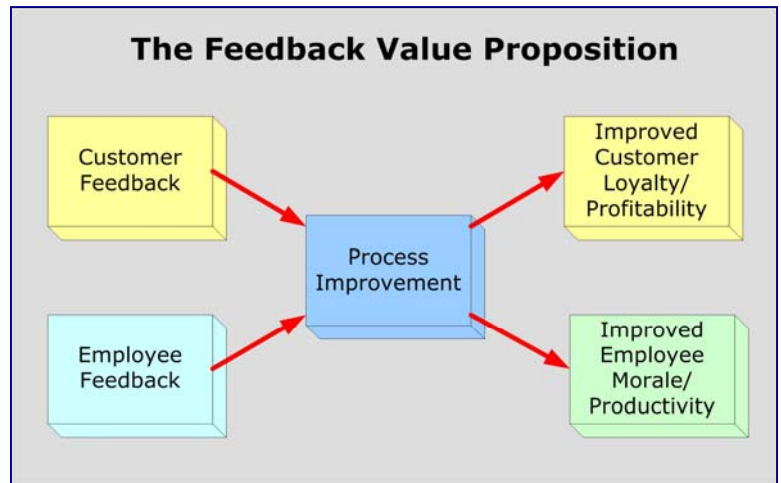
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The intelligent and cost-effective way to capture, measure and manage feedback.

Delivering world-class customer service and support is the goal of many of today's contemporary call centers and contact centers. Without direct feedback from customers, prospects, employees and others, the goal of delivering excellent customer service and support simply cannot be achieved. Even so, the task of capturing, measuring and managing important customer feedback can be an unnecessary burden to many call centers.



### Developed by Call Center Experts

Contact Center Professionals, Inc., a leading independent consulting firm, has developed an intelligent, cost-effective solution to capturing critical feedback. The Survey Portal is a web-based solution designed to simplify the task of capturing, measuring and managing feedback from customers, employees, web visitors, and more. It's the right tool to put vital information into management's hands on a real-time basis. Better yet, it's supported by a recognized, experienced, call center resource.

### Typical Survey Types Supported

#### Customer Surveys

- Basic Customer Survey
- Conference Survey
- Customer Service
- Satisfaction Survey
- Win/Loss Analysis

#### Website Surveys

- Cart Abandonment
- Online Form
- Website Visitor Survey

#### Employee Surveys

- Basic Employee Survey
- 360 Degree Feedback
- Newsletter Survey
- Satisfaction Survey
- Training Survey
- Skills Assessment
- Benefits Survey
- Communication Survey
- Opinion Survey



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## How Can The Survey Portal Benefit Your Organization?

Following are just a few of the many benefits:

- The Survey Portal has been designed by experienced call center consultants. That experience is leveraged to insure that every survey project meets the needs of our clients.
- Surveys are customized to each client, including use of Client's logo and contact information.
- Our solution is simple to deploy, often within (24) twenty-four hours.
- Users have access to survey results seven (7) days a week, twenty-four (24) hours a day.
- Invitations to take the survey can be offered via email or by means of a link on your website.
- "Off-the-shelf" surveys are available, or surveys may be customized for specific applications.
- Survey analysis and trending reports are optionally available.
- Our surveys are available at a small fraction of the cost of more traditional telephone, mail or other automated surveys.

## How Can A Survey Be Customized?

Each survey can be customized to match the look and feel of your company or its website.

Logos can be inserted and specific colors, fonts and styles may be used. And, of course, the specific questions to be used are those developed by us, or those that you specifically request. The Survey Portal is designed to simplify your effort to capture important information without appearing to be a hosted function.

**Your Logo Here** **Sample Customer Service Survey**

Page 1 of 1

**Please help us improve our customer service.**  
Thank you for participating in our survey. Delivering excellent customer service is important to us and we look forward to receiving your feedback. Below you will find a list of questions regarding your recent customer service experience. We appreciate your response.

(Note: This sample survey may be easily customized to each client's specific requirements.)

1. Please describe your overall impression of the customer service you recently received from [Company].\*  
Select the choice from the drop-down box that best describes your experience.  
-- Please Select --

2. How easy was it for you to find the correct telephone number to reach [Company]'s customer service call center?\*

Choose the most applicable description below.  
-- Please Select --

**Sample Customer Satisfaction Survey**



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## What Types of Questions Can Be Asked?

The Survey Portal supports a wide range of question types including:

- Matrix - One Answer per Row (Option Buttons)
- Matrix - Multiple Answers per Row (Checkboxes)
- Matrix - Multiple Answers per Row (Textboxes)
- Matrix - Rating Scale (Numeric)
- Constant Sum
- Ranking
- Open Ended - One or More Lines
- Date
- Heading
- Horizontal Rule - HR
- HTML
- Image
- Message
- Multiple Answers - Checkboxes
- Number
- One Answer - Drop Down
- One Answer - Option Buttons
- Open Ended - Comments Box
- Open Ended - One Line
- True/False
- Yes/No
- Piping/Branching

## What Types of Reports Can Be Generated?

A full complement of reports are available through The Survey Portal including:

- Ability to filter report results based on date ranges
- Robust functionality for sharing results via email to any number of email addresses
- Ability to filter report results based on answers to questions
- Ability to filter report results based on user attributes
- CSV/Excel data export in raw data format
- CSV/Excel data export with individual user responses on each row
- CSV/Excel data export in an SPSS compliant format
- Scored surveys
- Email list information is displayed on detail report for responses to email messages
- Optionally highlight a user's own responses on the overview report
- All hidden field data is displayed on detail report
- Role-based security for viewing reports
- Owners can modify any response
- Questions can be given aliases for more concise reporting
- Graphical reporting with bar graphs
- Ability to filter reports to display entire survey, a single page, or a single question
- Reports display the number of respondents that skipped each question
- Summary report of all responses
- Summary list of all individual responses
- Ability to view all individual responses
- Ability to delete any individual survey response



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## How does The Survey Portal

### ▶ Launching a new survey is simple.

After selecting a program, you will be provided with a user name and password that provide you with access to the The Survey Portal. After accessing the portal, you can begin to design your survey following the steps listed below:

1. **Design Survey.** The administrative control panel allows you to easily create a new survey by following the simple instructions. Several methods can be used to create a new survey including:
  - a. Begin from scratch by creating your own survey questions.
  - b. Create a new survey using our extensive library of survey questions.
  - c. Reproduce or modify an existing survey
2. **Test Your Survey.** Once you've prepared your survey questions, the control panel allows you to test the survey in the same way that a recipient would experience it. Testing allows you to identify problems or changes that you may want to make prior to inviting recipients to participate.
3. **Identify Survey Recipients or Survey Access Methods.** The survey can be administered in two (2) primary ways. Either or both methods may be used on any given survey.
  - A. **Email Invitation.** The first method uses an email invitation, which includes links allowing the recipient to click to accept the survey, or to click a separate link to decline. Sample email invitations are provided, but may be modified by the user as required. Either text or HTML email is supported. The Survey Portal tracks response rates for persons invited and calculates the total number who accepted, declined or simply did not respond.
  - B. **Website Link.** A special link can be placed at a strategic location on your company website. When a user clicks on that link or button, they will be automatically routed to the specified survey.
4. **Upload Email List.** If email invitations will be used, the user may upload the email invitation lists through the control panel. Once uploaded, The Survey Portal will automatically send emails and track response rates.
4. **Launch Survey.** Once you are ready to do so, you may launch the survey using The Survey Portal's control panel. Once launched, the survey tracks each party emailed, calculates the number of respondents and those who decline, and manages all responses.
5. **Analyze Results.** At any time during the campaign, or after its conclusion, survey results may be reviewed, analyzed or exported by the user using The Survey Portal Control Panel.



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# Example Surveys and Reports

## Administrative Control Panel

Manage	Status	Title (click to preview)	Date Created	Design	Options	Deploy	Analyze	Delete	Clear
<a href="#">open</a>	Design	<a href="#">Pearson Govt. Services Employee Feedback</a>	05/06/2005				0		
<a href="#">close</a>	Open	<a href="#">Sample Customer Service Survey</a>	05/05/2005				6		
<a href="#">close</a>	Open	<a href="#">Pearson Customer Satisfaction Survey</a>	05/04/2005				0		
<a href="#">close</a>	Open	<a href="#">CCP Customer Satisfaction Survey</a>	05/04/2005				0		
<a href="#">open</a>	Design	<a href="#">Customer Satisfaction Survey - Technical Support</a>	05/04/2005				0		
<a href="#">close</a>	Open	<a href="#">Employee Feedback Questionnaire</a>	05/04/2005				0		
<a href="#">open</a>	Design	<a href="#">Call Center Salary and Benefits Survey</a>	05/03/2005				0		
<a href="#">close</a>	Open	<a href="#">Contact Center Professionals Website Survey</a>	05/02/2005				1		
<a href="#">close</a>	Open	<a href="#">Customer Satisfaction Survey - Call Center</a>	05/02/2005				0		

## Survey Sample

**Please help us improve our customer service.**

Delivering excellent customer service is important to us and we look forward to receiving your feedback. Below you will find a list of questions regarding your recent customer service experience. We appreciate your response. Thank you for participating in our survey.

(Note: This sample survey may be easily customized to each client's specific requirements.)

- Please describe your overall impression of the customer service you recently received from [Company].\*  
Select the choice from the drop-down box that best describes your experience.  
-- Please Select --
- How easy was it for you to find the correct telephone number to reach [Company]'s customer service call center?\*

Choose the most applicable description below.  
-- Please Select --

- Describe your experience using the [Company] voice menu system before being answered by a live agent. Please indicate how easy it was to use the voice menu system.  
Please choose one of the below answers. Select at least 1 response and no more than 2 responses.
  - Very Easy
  - Easy
  - Neutral
  - Difficult
  - Very Difficult
  - Don't recall
  - Comments, if appropriate.

## Survey Results Report

**Sample Customer Service Survey**

Respondents: 6 displayed, 6 total      Status: Open  
 Launched Date: 05/05/2005      Closed Date: N/A  
 Display: [Display all pages and questions](#)      [Manage Filters](#) 0 filters      [Share Results](#) Disabled

**1. What is your overall rating of customer service?**

Rating	Response Total	Response Percent
Excellent	3	50%
Good	2	33%
Neutral	1	17%
Fair	0	0%
Poor	0	0%
Don't recall	0	0%
<b>Total Respondents</b>		6
<b>Average</b>		4.3
<b>Weighted Average</b>		4.3

## Individual Survey Response

**Sample Customer Service Survey**      Response 1 of 6      [Go](#)

**User Information**

Name: Martin Prunty      Email: martinprunty@contactcenterpro.com  
 Location: Anthem, AZ      Company: Contact Center Professionals, Inc.  
 Position: Managing Director      IP Address: 68.106.24.216  
 Started: 05/05/2005 6:19:06 PM      Completed: 05/05/2005 6:20:25 PM  
 Time Spent: 1 min, 19 sec      Custom 1:  
 Custom 2:      Custom 3:

Score: 38 points

Display: [Display all pages and questions](#)      [Manage Filters](#) 0 filters      [Share Results](#) Disabled

**1. What is your overall rating of customer service?**  
Good 4 points

**2. How easy was it to find our number?**  
Very Easy 5 points



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## Are You Ready to Get Started?

### Our Value Proposition

The Survey Portal is a solution that offers clients "everything to gain and nothing to lose." Selecting this innovative, flexible and highly-affordable solution for capturing, measuring and managing important customer, prospect or employee feedback is a decision that will provide a very fast and significant return on investment. We're so convinced, we'll let you try it for thirty (30) days absolutely free.

### Why Use The Survey Portal to Measure Customer Satisfaction?

"It's 6-7 times more expensive to gain a new customer than it is to retain an existing customer."

"US companies lose 50% of their customers every 5 years."

"A 5% increase in customer retention can increase profits by 25-95%."

- Harvard Business Review

### Not Convinced?

Then try our no-obligation, no strings-attached 30 day free trial. If you're not completely satisfied, you owe nothing and have nothing to cancel. It's that simple.

### Do You Need Help Developing Your Survey?

Ask our highly-experienced, call center experts and we'll help you set up your first survey at no additional cost.

### Are There Other Services You Provide?

We're glad you asked. Contact Center Professionals is a full-service, independent consulting firm specializing in call centers, contact centers and CRM. Our consulting services include:

- Call Center Performance Optimization
- Call Center Budget Optimization
- Technology Design
- Call Center Facility Design
- Call Center Management Training

### Is there someone I can speak with?

Absolutely, feel free to contact us at **(866) 862-0152**. Feel free to visit our website at [www.ContactCenterPro.com](http://www.ContactCenterPro.com).



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## Program Information and Free Trial Program

### Get Started Absolutely Free

Selecting the right program for your organization is easy and painless. The most important considerations are the number of surveys you wish to run and the expected number of responses you will receive. We've structured our programs to allow our clients with highly affordable options enabling them to pick the program that is best for them.

**30-Day Free Trial.** We're confident that if you try The Survey Portal, you'll want to use it long term. That's why we've created a No Obligation, 30-Day Free Trial. The trial offer allows you to create and launch a survey, then track its results. It's simple, very fast to deploy, and it provides all of the capabilities of our fee-based programs. The only limitations of the Free Trial are listed below.

**Basic Plan.** The Basic Plan is an entry-level program designed for organizations who offer a small number of surveys each month (up to 500). The plan supports four (4) unique surveys throughout the term and one (1) administrative user.

**Basic Plus Plan.** Basic Plus is designed for the intermediate user, supporting up to 1,250 survey invitations per month. Eight (8) unique surveys may be launched at any time during the term of the agreement and one (1) administrative user is supported.

**Premium Plan.** The Premium Plan is designed for the advanced user who surveys a larger number of individuals (up to 2,500 per month). The Premium option supports an unlimited number of unique surveys throughout the term and two (2) administrative users.

**Customized Programs.** For clients with special requirements, we are happy to tailor a specific program designed to meet your unique requirements.

### Program Comparisons

Components	Free Trial	Basic Plan	Basic Plus Plan	Premium Plan
Term of Agreement	1 Month	1 Year	1 Year	1 Year
Administrative Users	1	1	1	2
Unique Surveys Conducted	1	4	8	Unlimited
Email Invitations Included	100	6,000	15,000	30,000
Survey Responses Included	20	1,500	3,500	7,500

For questions or to sign up for our 30 day free trial, call **(866) 862-0152** or visit our website at [www.ContactCenterPro.com](http://www.ContactCenterPro.com)