



Get Immediate Customer Feedback with Surveys

Keeping customers happy is important not only in your support metrics but to your bottom line. If your customers aren't happy, you can lose business.

How do you know customers are happy unless you ask them? With phone support and onsite support, customer satisfaction is difficult to track because feedback is not immediate. Many companies resort to sending email surveys, but the response rates are typically low.

The best time to get customer feedback is immediately after the support session, when the customer's memory is still fresh. Most remote support products don't incorporate surveys, and of the few that do, most have limited integration with other systems, making it hard to keep track of all the data.

Bomgar offers a robust survey feature designed to give you data you can use to track customer satisfaction and speed remote support sessions. With Bomgar Surveys, you can:

- Use a front-end survey to direct support issues.
- Create customer exit surveys with up to 10 questions.
- Create different surveys for different support portals.
- Monitor performance with a rep exit survey.

Use Surveys to Speed Incident Routing

Front-end customer issue surveys speed incident routing. By creating a list of common issues, you can tie these issues to different support queues. Save time by directing customers to the support specialist best able to deal with this particular issue.



Fig. 1: A front-end survey on the support portal page can direct users to a support rep faster when you tie the questions to support queues or teams.

Measure Customer Satisfaction Immediately with Exit Surveys

Bomgar's exit surveys average 20 to 50% response rates. Because the survey is immediate, the customer is more likely to complete it. You can use this immediate feedback to your advantage. If a customer leaves poor feedback, you can deal with the issue right away.

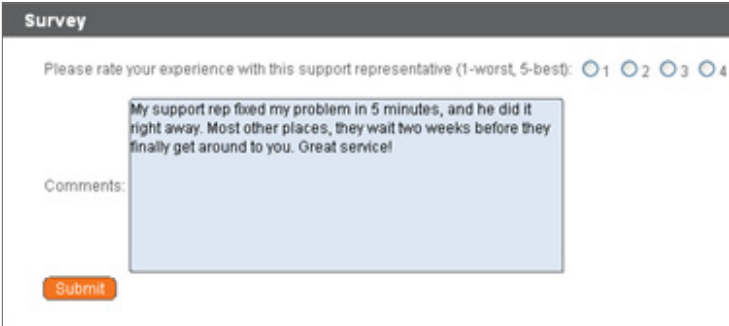


Fig. 2: The customer exit survey gives you immediate feedback from users.



Customize Surveys for Support Portals

You can customize surveys for each of your support portals. For instance, if you support several different products, you can customize the surveys for each one individually.

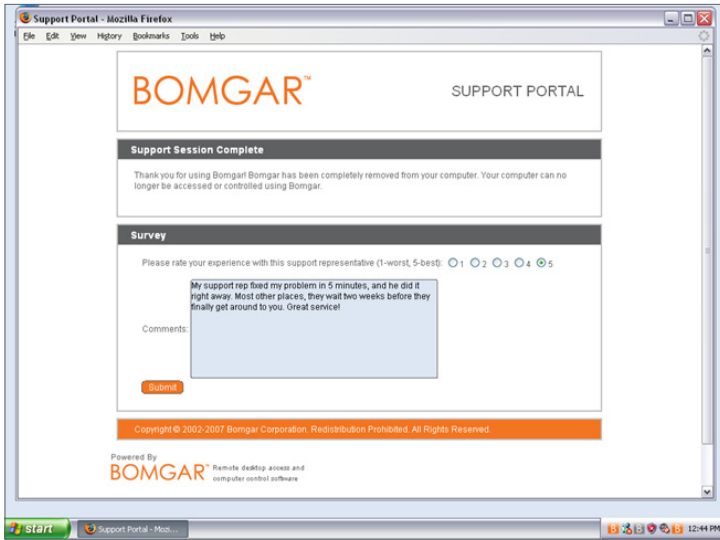


Fig. 3: Customize surveys for each of your support portals.

Monitor Performance with the Rep Exit Survey

Bomgar includes an option to have reps complete an exit survey once they end a remote support session. This survey is customizable just like the customer exit survey. You can tie different rep exit surveys to different portals.

Monitor performance by requiring the rep exit survey at the end of every session. This survey can let reps give info on why a session was prolonged or why they had to transfer the session. By answering questions specific to the product or group the rep is supporting, you can track support metrics on a more detailed level.

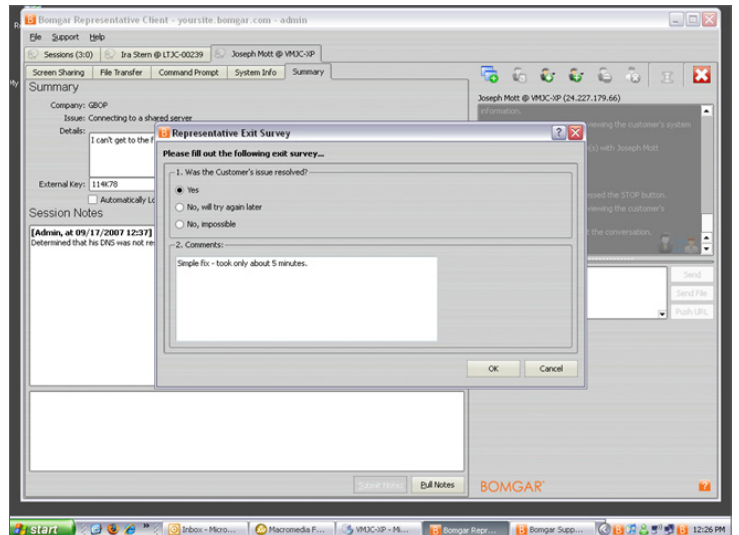


Fig. 4: The representative exit survey lets you monitor support metrics on a more detailed level.