



SURVEY2CONNECT

Turning insights into Action faster

Customer Experience Management For Banks



Why Survey2Connect?



01 Our CX Expertise in Multiple Sectors

We have successfully implemented end-to-end VOC / TNPS programs in the Banking and other Sectors –at Commercial Bank of Dubai, Mobily, ITC, SABB Bank, Alawal Bank, Bupa, HSBC, Mashreq Bank, Aviva

02 Our Award Winning Customer Experience Platform

Survey2Connect, has won the award for "Customer Experience Provider of the Year" at the Middle East Customer Experience CX Forum.

04 Our team's presence

Senior team of consultants (domain experts, technology, quantitative & analytics), who are fully hands-on will be available for our customers. A larger back-up team will be available platform maintenance from India.

05 Our clients across GCC



Our Experience with Voice of Customer Programs

8+

**Large Scale
Continuous
VoC programs**
Running for a min
of 3 years

20+

**Different
Touchpoints &
Services Evaluated**
Range of Touchpoints,
Services Evaluated

15+

**Clients with VoC
Research
Experience**
Varied Category &
Sector Experience

35+

**VOC Projects
across clients**
Range of VoC projects
covering B2C & B2B
segments

500,000+

CATI Interviews

150,000+

F2F CAPI Interviews

400,000+

Digital Interviews

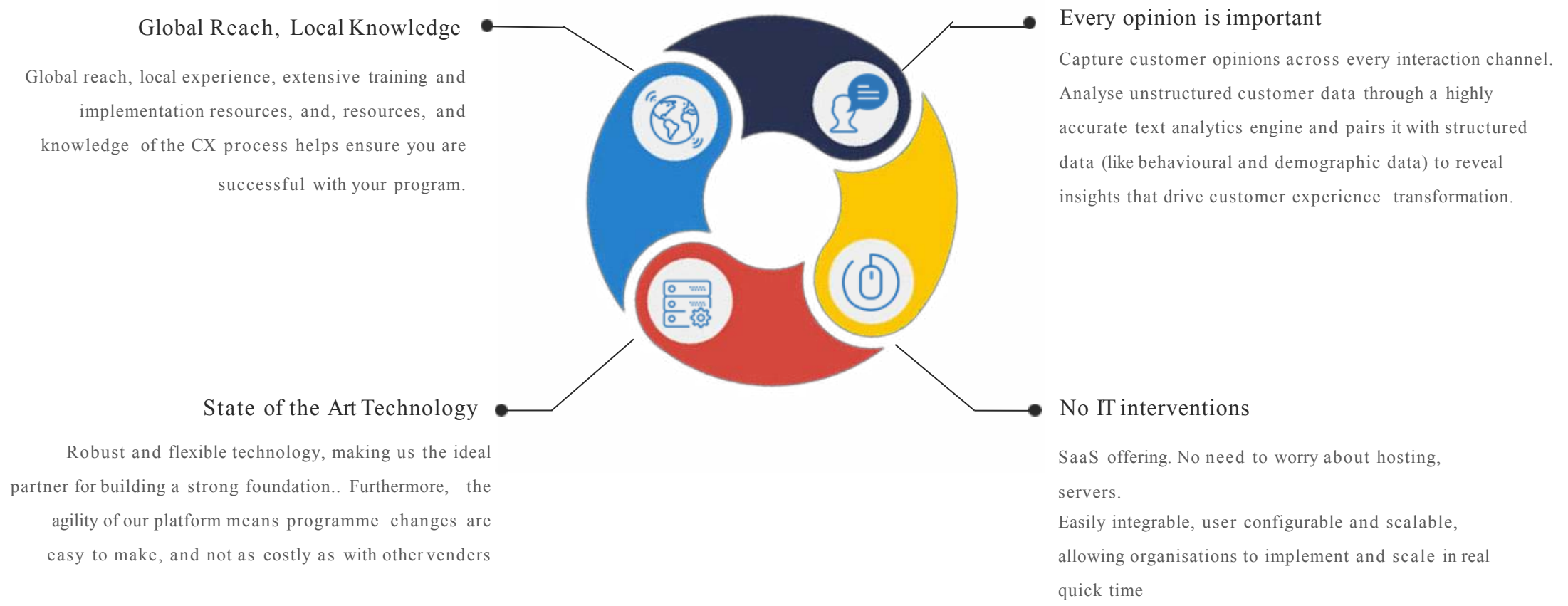
8+

MENA Markets

Our Banking, Finance & Insurance Clients



S2C helps brands understand and improve their customer experience



Control your Customer Experience

Customer Experience – New Battleground for banking industry

Majority of consumers want a personalized banking experience



69% of consumers would provide personal information in exchange for more tailored financial advice.

Top 4 engagement drivers for bank customers

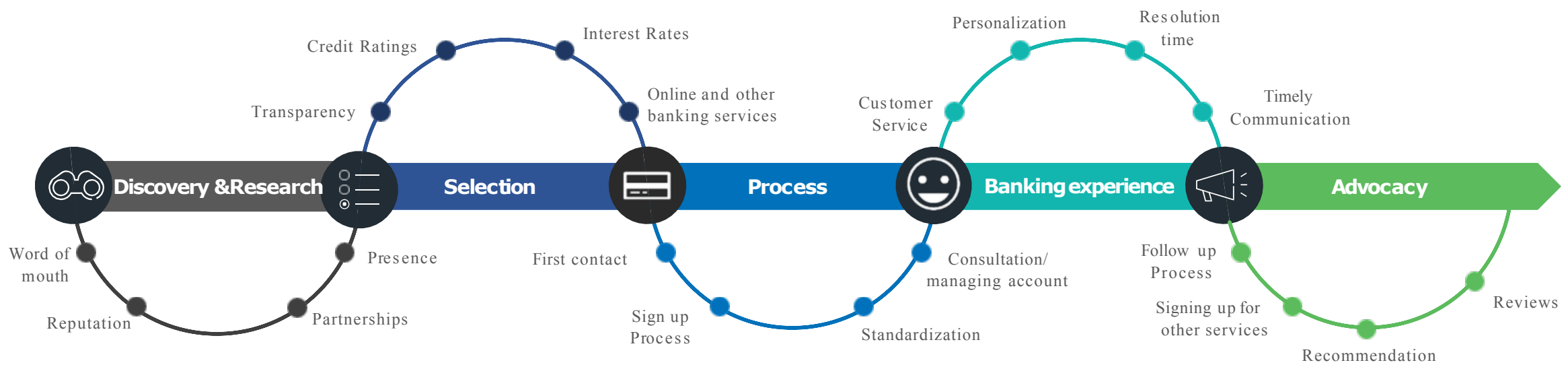
01 Invests in your financial wellbeing

02 Provides a plan to help you reach your financial goals

03 Rewards you for being a loyal customer

04 Find ways to save you money

Banks can measure experience across the customer journey...



Feedback areas

Discovery & Research	Selection	Process	Banking experience	Advocacy
<ul style="list-style-type: none"> • Reputation of the bank • Word of mouth about the bank by peer 	<ul style="list-style-type: none"> • Clear Information about banking services and products • Disclosure of all policies, rates etc. 	<ul style="list-style-type: none"> • First contact with the bank • Time taken in sign up process • Consistency of information throughout all the branches 	<ul style="list-style-type: none"> • Up to date and personalized information • Reliability in customer services • Time taken to resolve a problem or to revert 	<ul style="list-style-type: none"> • Customer feedbacks • Overall banking experience

Now more than ever, you can't afford to ignore customer experience

01

Customers have a louder voice with broader influence

02

The customer journey is more complex, with many touch points

03

71% of companies say their "VoC program is not successful in driving action"

04

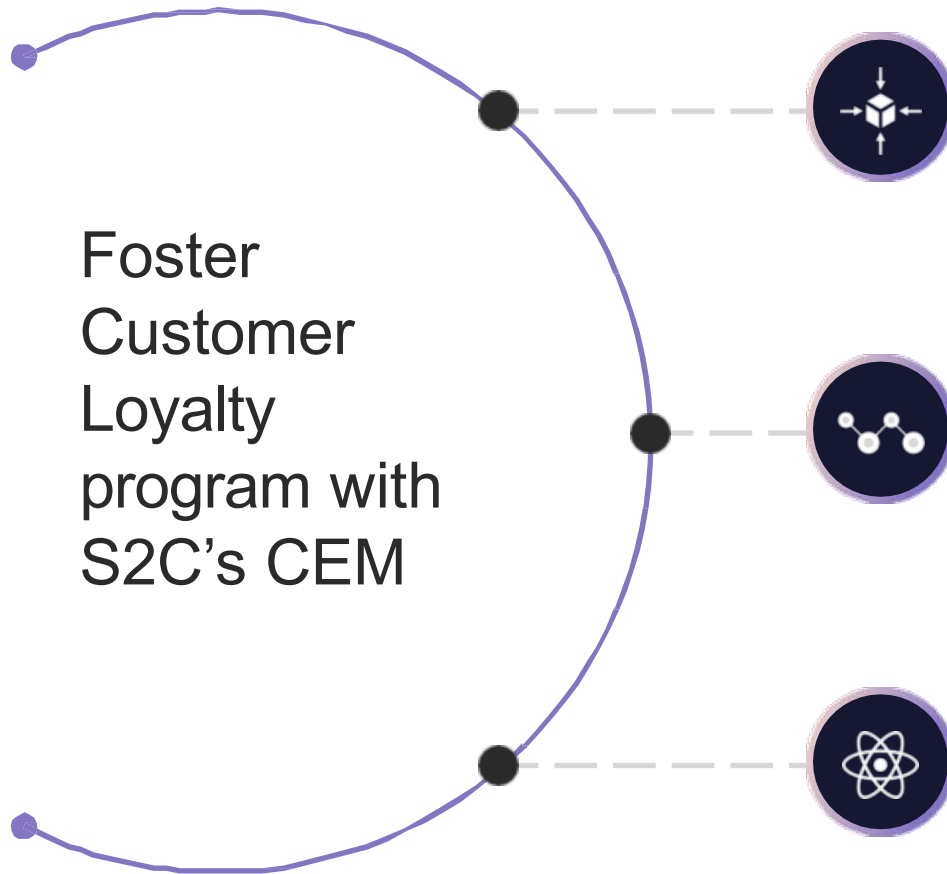
89% of businesses will compete* on customer experience by 2016. You have to be one of them

05

Moving **1%** of Detractors into the Promoter group should yield \$1 Million in incremental revenue per year.

Source: Gartner – 10 points why customer experience is the next big thing, Forrester – Global State of Voice of Customer Programs Online Survey





Foster
Customer
Loyalty
program with
S2C's CEM

Collect

- Beautiful, responsive and branded surveys
- Omni channel feedback mechanism to capture feedback across all touch points

Analyze

- Sentiment Analysis suite
- Real time dashboards
- Root cause analysis

Act

- Closing the loop
- Promotor Amplification
- Higher ROI

Collect feedback via dynamic, personalized surveys...



Beautiful, brief and branded

Surveys are clean and beautiful. Theme, survey link can be white-labelled as per the business



Apply Complex Logics

Apply piping, quotas and logics like skip, carry forward, delayed branching and many more



Easy Editing

Change colours, upload logo, customize themes as per the brand and edit questions using intuitive GUI interface



Exhaustive question types

NPS, single choice, multi choice, ranking, matrix, text box, image type, contacts and more



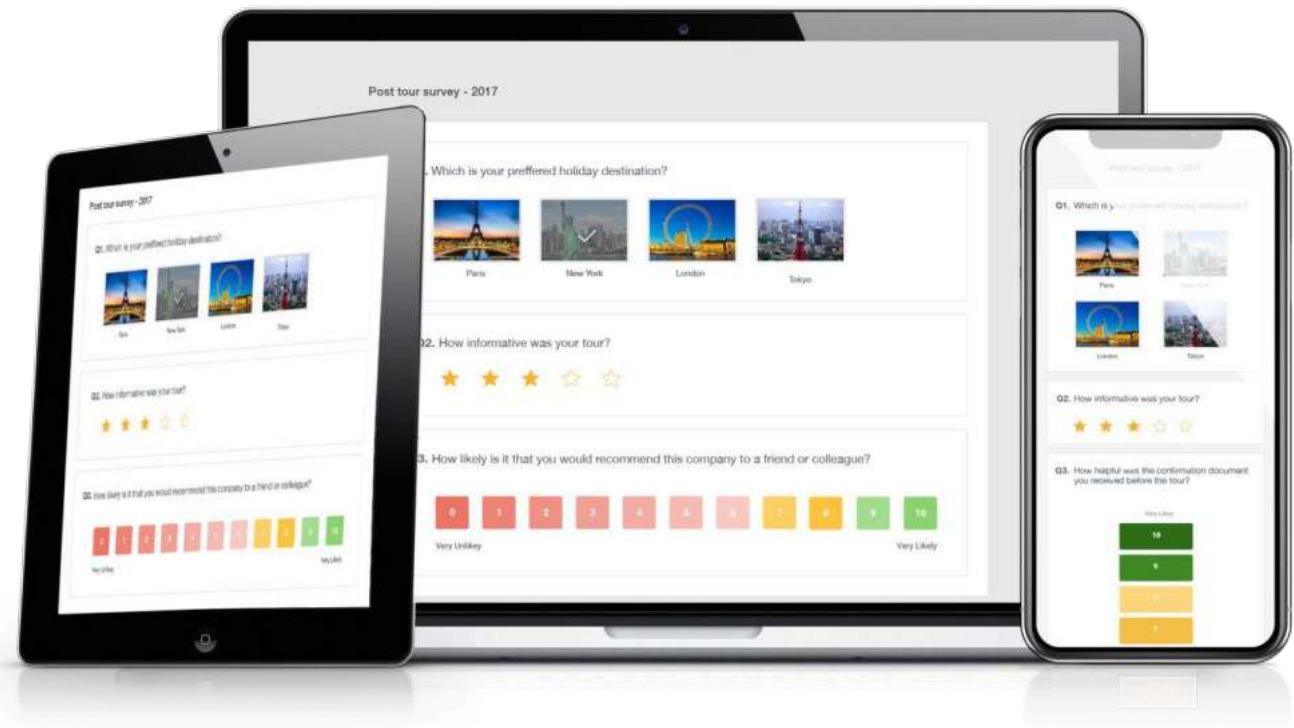
Multilingual Surveys

Take survey in any language – English, Arabic, Spanish, all Asian languages and many more.



Responsive

CX surveys look great on every device - iOS, Android and all mobile and desktop browsers



...including the best in class NPS suite

Easy Questioning – easy to understand for both respondent and user

- On a 0 to 10 scale, how likely is it that you will recommend bank to a friend or colleague?
- What is the primary reason for your score? (Question customized depending on recommendation rating)

Easy Analysis – classifies customers into 3 distinct groups



Detractors- (0-6)
May create negative word of mouth and switch to competitors readily

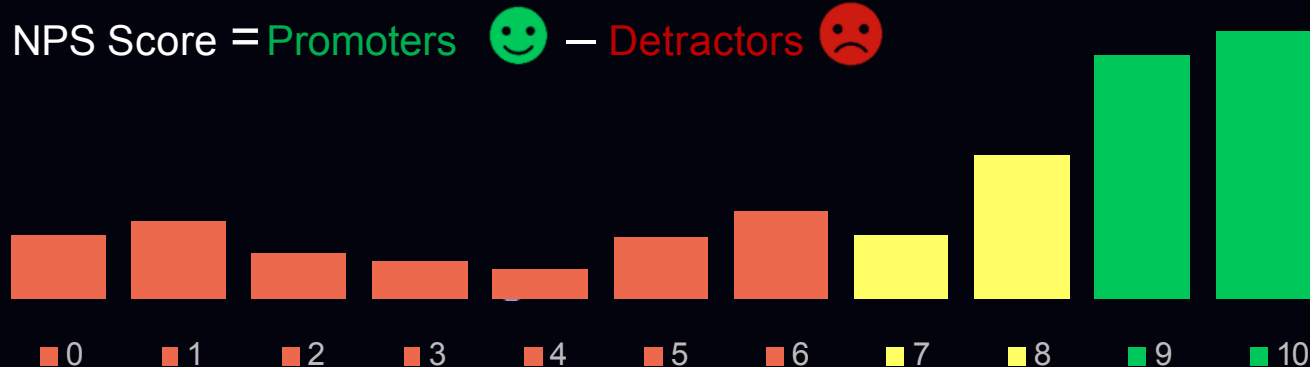


Passives- (7-8)
May switch for convenience or for a more competitive offer



Promoters- (9-10)
May pay premium, devote greater share of wallet and create advocacy

NPS Score = Promoters 😊 – Detractors 😞



Give customer the voice no matter how they interact with the business...



Email and SMS collectors
 Customized SMS and emails. Ensure deliverability and maximize response rate



Embed in website, marketing campaigns
 Conduct polls on website, collect feedback through emails etc.



Trigger surveys with APIs
 Clean and simple APIs to embed surveys in mobile applications



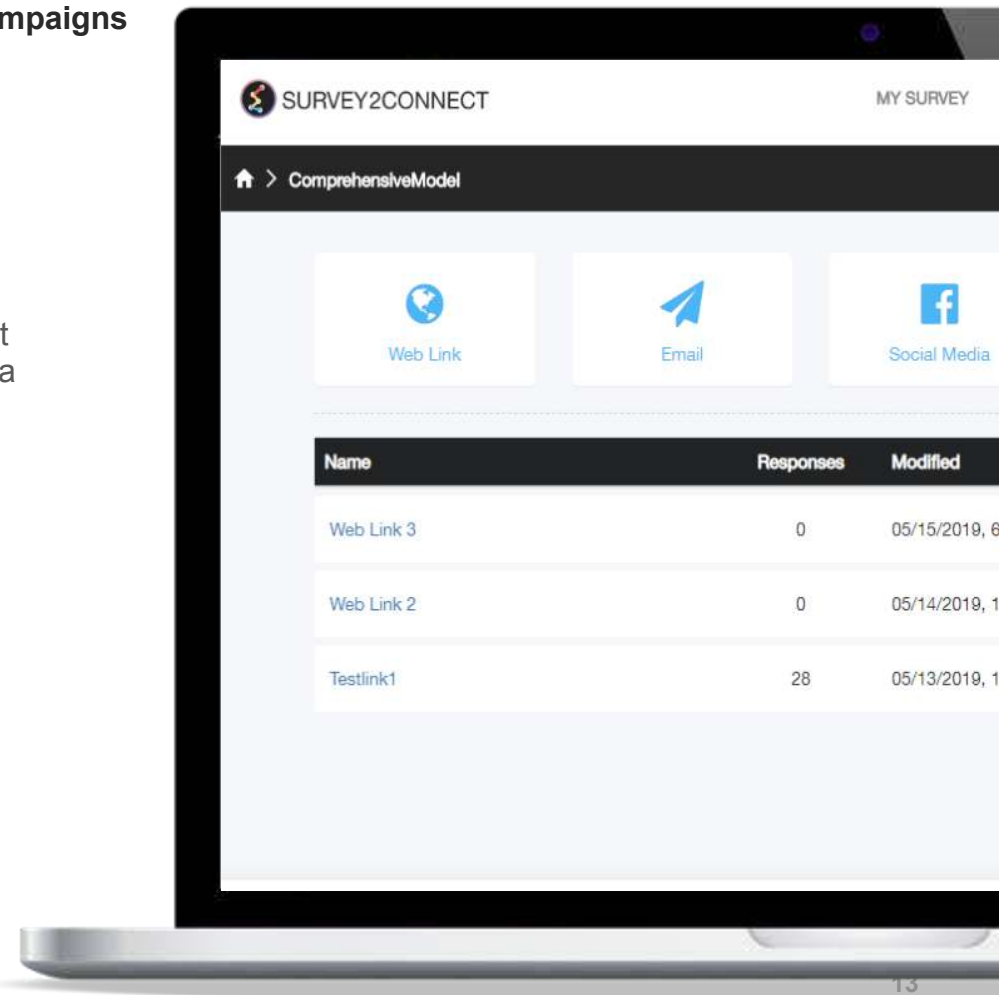
Upload customer lists
 Upload contact lists, groups. Float surveys to a large user base with a single click



Social Media Sharing
 Collect feedback by sharing survey links over WhatsApp, FB, Twitter, LinkedIn etc.



CATI and CAPI surveys
 Conduct interviews in offline or online mode using Android and iOS apps

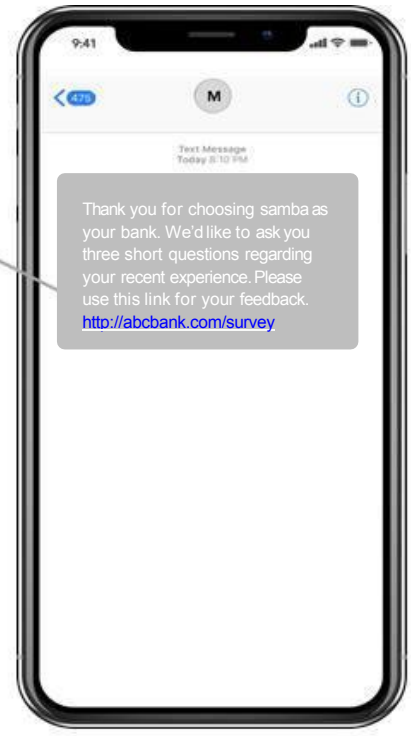


Increase response rate through personalized SMS and emails



Email Survey

Survey url is white labelled



SMS Survey



WhatsApp Survey

E-mails, WhatsApp and SMS will be sent from Bank's account along with white labelled survey links (abcbank.com/survey). These will be trusted by customers in comparison to 3rd party communication/survey link, leading to higher response rate

Gain insights into why the customer acts the way they do and it's impact on business performance...



S2C allows you to combine quantifiable data with other structured metrics, as well as all of your unstructured data. Find out exactly what your Promoters like and what Detractors are complaining about.

Enhanced Analysis

Includes our entire feature set for analysing and viewing results. **Grouping, crosstab, response editing, and drill down capabilities** offer the maximum flexibility for analysing data. Data can also be **exported to SPSS, MS Excel, or .csv files.**

Advanced Statistics

Automatically relates dozens of variables and identifies **statistically significant relationships** so you know which part of customer journey needs attention.

Text and sentiment Analysis

Quantify text responses for analysis along with other survey data quickly and consistently. Distinguish between **positive and negative comments** through **proprietary sentiment analysis framework**

...by analyzing both structured and unstructured data...

Our **Sentiment Analysis (SA)** is drawn over a large pool of dataset on an -10 to 10 point scale, lowest being the most negative and highest, the most positive. Filtered tags are generated by NLP algorithm viz. tokenization, sentence segmentation, part-of-speech tagging, named entity extraction, chunking, parsing, and co-reference resolution, etc. Then, SA is examined using Recurrent Neural Network (RNN) using the Long Short Term Memory (LSTM) architecture providing the emotion index associated with that tag. This is a great tool to understand the holistic opinion from multiple sources for your brand, especially, social media channels.

Aa

Grouping of text

Automatically sort written feedback, the frequency and the relationship of words, phrases, and concepts reveals trends and common topics. Create tags, form word clouds



Positive or Negative feedback

Identifying the positive and negative expressions in the text, at the word or the phrase level. Process and analyse written feedback in matter of seconds.



...and sharing real time insights with Stakeholders



Real Time
Generate real time insights and reports generation



Self Service
Power to create your own dashboards. Business users can select their KPIs, select the best graph using GUI



Alerts
Set alerts when the targets are achieved or when performance drops below the benchmark



Data collected from different sources
No matter is the data is in S2C database or excel or any other database, export and analyze them on the dashboards

Interactive filters to drill down to relevant data points

Create Cross Tabs

Multiple pages can be created to segregate sections

Represents Weighted average score

Export dashboard in Excel, PDF, PPT

Customize your dashboard

Easy sharing of dashboard via Social Media, SMS & Mail

Easy drag & drop dashboard widgets

Color Palletes to brand the Interface of your own business

Zoom for in-depth view

Dashboard Content:

- Overall Responses:** Bar chart showing counts for Emergency, Insurance, Lab/diag, Clinics, Pharmacy, and Hospital.
- Score:** Gauge chart showing a score of 97%.
- Region Wise Responses:** Table showing scores for Western, Central, and Eastern regions across five categories.
- Region Wise Responses (Zoomed):** Bar chart showing counts for Western, Central, and Eastern regions.

Closed loop ticketing

Resolve issues quickly and efficiently, keeping negative word of mouth from damaging the brands



Utilize all question types for detractor recovery

Convert any question to detractor recovery



Assign tickets automatically

Assign tickets automatically to the owners



Generate Alerts/add Watchers

Set alert when your primary customers gives a negative feedback. Add senior management to monitor ticket's progress



Dashboard to track status, case history

Abest in class dashboard to give bird eye view and detailed view for each ticket



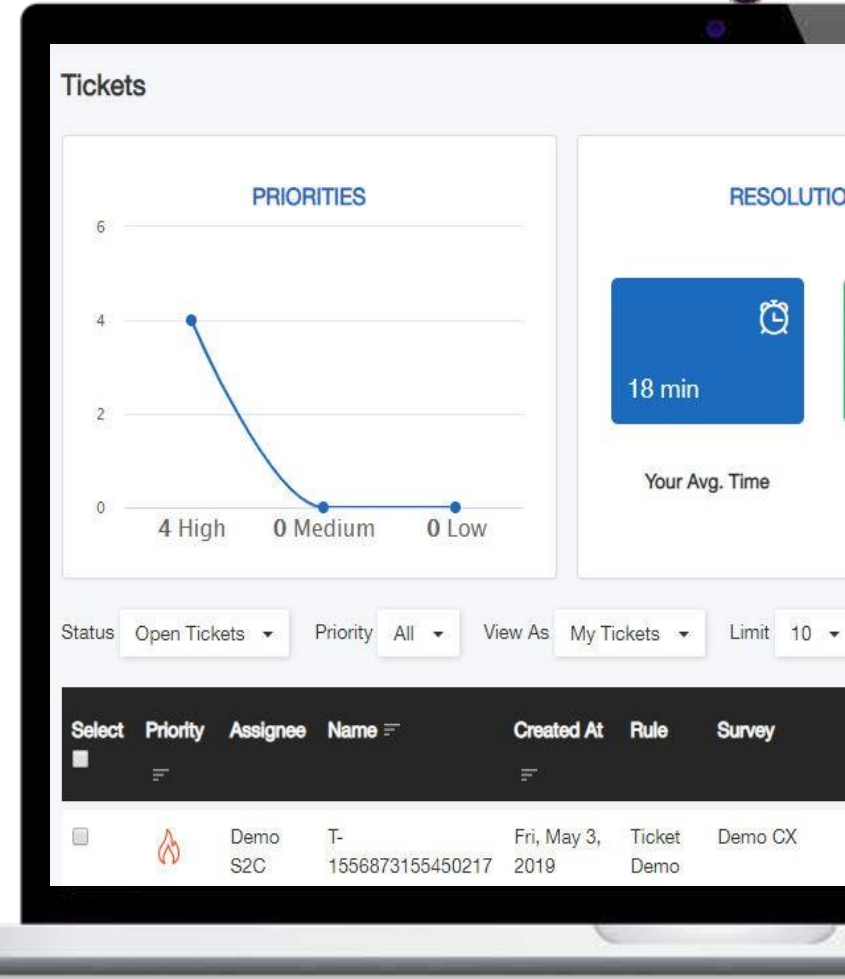
Change priorities and SLA's

Give higher priority to your VIP customers, set SLA's for the resolution team



Trigger follow up survey on case resolution

Trigger follow up survey once the ticket is closed



CLF process

Survey2Connect provides an extensive suite for capturing customer experience completely including both reporting customer issues and helping customers promote your services and products.



Managing your tickets

Survey2Connect's ticketing engine allows users to capture tickets against custom conditions, assign them to specific teams or users as assignees and watchers.

Review tickets, team performance on ticketing dashboard

The dashboard is divided into several sections:

- Ticket Details (Left):** Shows information for a ticket named "2017CHB-Recovery-DAN". It includes fields for Group (CHB Recovery), Owner (Dan), Add Watcher (Sarah), Priority (High), Link Survey (Feedback Survey), and Tags (Mobile, CSat-Bupa, CSat-Hospital, VisitType, Appointment, Reception).
- Performance Metrics (Top Center):** Includes a "PRIORITIES" line chart showing 1820 High, 0 Medium, and 0 Low priority tickets. It also displays "RESOLUTION TIME" for "Your Avg. Time" and "Team Avg. Time", both at 1 day(s).
- Overall Tickets (Top Right):** A bar chart showing the distribution of tickets across "Open", "In Progress", and "Closed" statuses, comparing "You" (blue) and "Your Team" (green).
- Ticket List (Bottom Center):** A table listing tickets with columns for Priority, Assignee, Name, Created At, Rule, Survey, MobileNumber, Mobile, and Status. All listed tickets are "Open".
- Ticket Detail View (Right):** A detailed view of a ticket with a survey question "We Value Your Opinion", mobile number "NA", and status "Open". It includes buttons for "Assign to Users", "Edit Watchers", "View Responses", "Trigger Survey", and "Comment".

Generate ticket rule

Escalating tickets, creating sub tickets, adding comments, conducting feedback/satisfaction surveys

Promoter Amplification

Thank your biggest fans. Appreciate their loyalty and ask for reference on Facebook, Twitter etc. and amplify your social influence.



Grow business with positive referrals

Automatically identifies happy customers and prompts them to share a referral about your business on Facebook, Twitter etc.. The option is only given to your happy customers. Grow positive word of mouth



Capture in-the-moment feedback

Gartner Research found that feedback collected immediately is 40% more accurate than feedback collected 24 hours later. Customers when they have a good experience, their intention to share is highest when their feelings are fresh

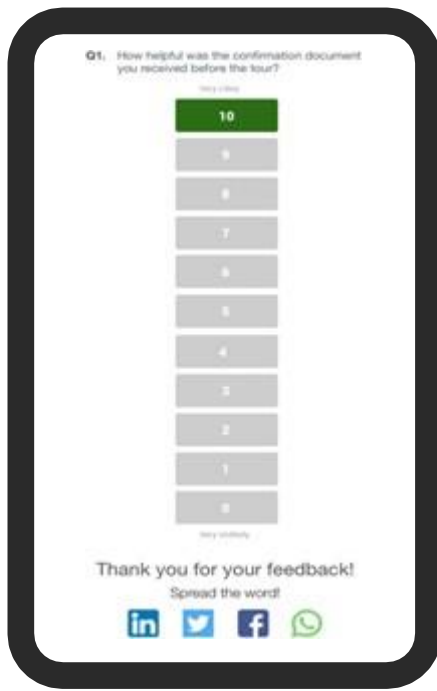
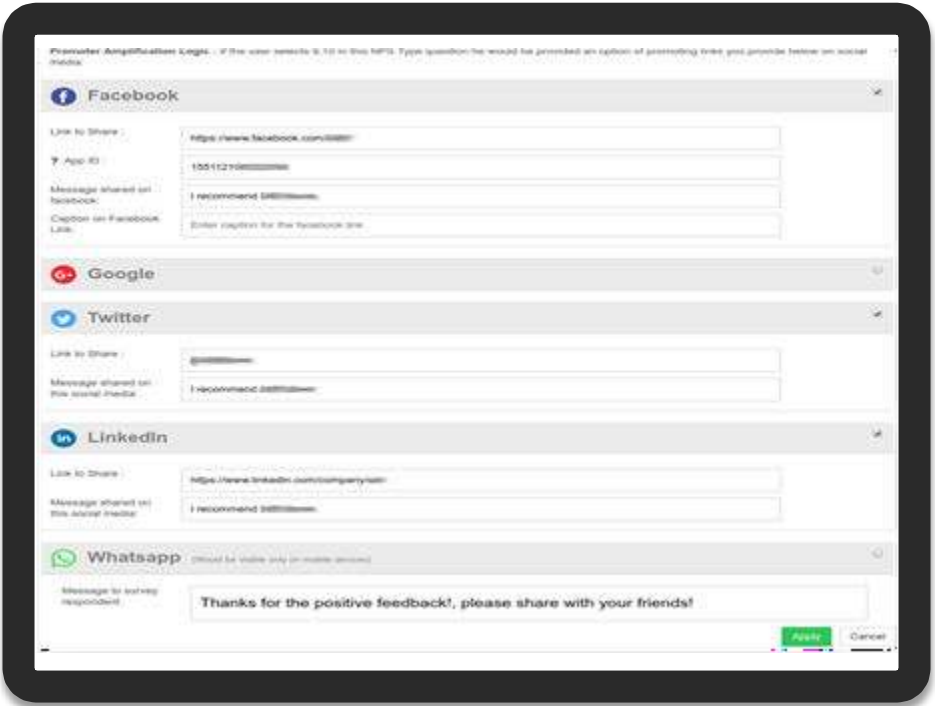


Make Sharing Simple

Customers can share their experience with a single click on Facebook, Twitter, LinkedIn etc. and amplify your social influence



Applying Promoter Amplification



Promote your brand and services using survey2connect's promoter amplification module, empowering respondents to directly promote your services from our platform.

Users can apply promoter amplification using a simple promoter logic on the questions in their survey.

Survey2Connect enables respondents to promote your products and services across facebook, Google Plus, Twitter, LinkedIn and WhatsApp (Only for mobile devices)

Support any project, team, or organization across

- Use the enterprise suite to collaborate with teammates
- Share content across teammates use Survey 2 connect team libraries

- Share surveys within team to develop, design, test and take approvals
- Collaborate within research teams, designers, translators, HR, management and others

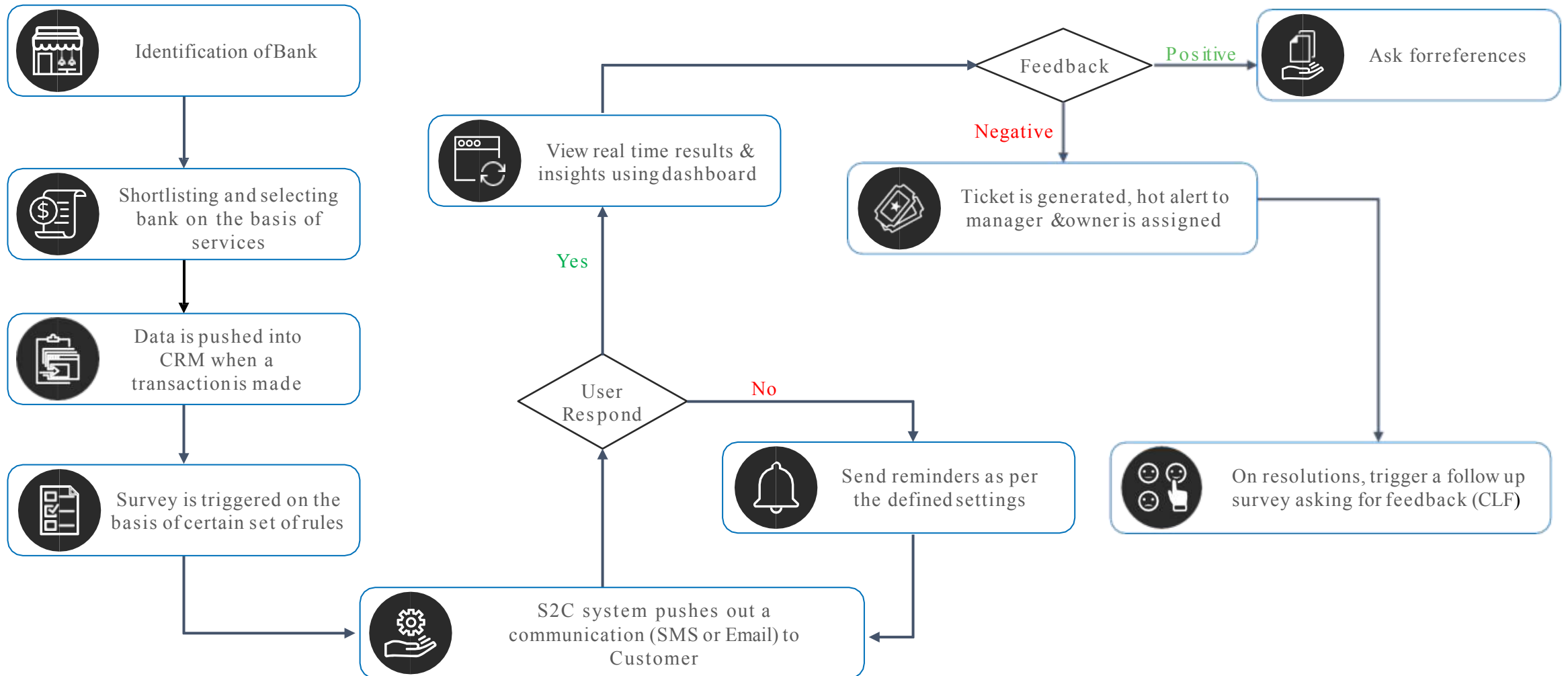


- Generate responses via multiple distributions methods (Web, Email, SMS, Social, CATI)
- Share analysis across company or public using both or personalized sharing

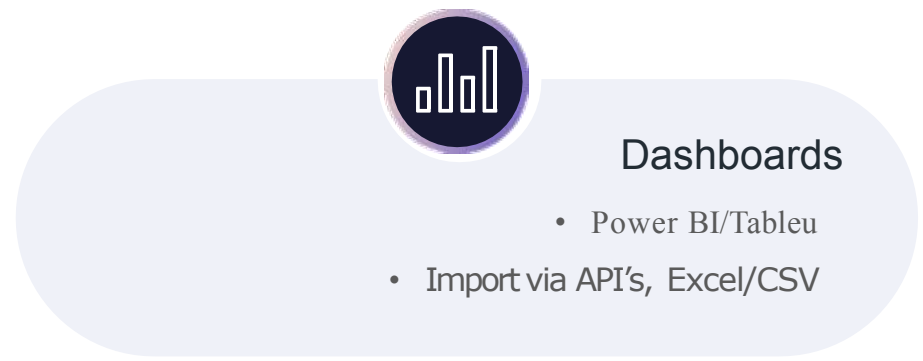
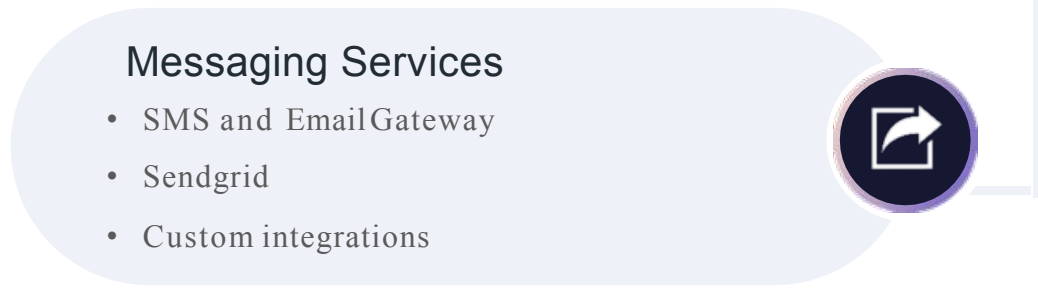
- Create reports for different roles and hierarchy
- Share real time reports with senior management and CXOs

- Assign tickets to owners automatically
- Transfer & escalate tickets
- Add watchers to monitor tickets

Automate the conversations...



...through S2C's rest based APIs



Your company's data is always safe and available



Backup
Backups occur daily for each data center



Data Encryption
Encryption of data at rest at db level making the application accessible by S2C



24*7 Availability
Our systems are always on and always available



Controlled Environment
All development and deployment is done in controlled environment under a VPN (virtual private network)



Authentication & Authorization
All content is accessible to only the authorized user / owners of the content



Encryption in Transit
S2C is only accessible under https protocol and uses SSL2.0 and TLS 1.2 for data encryption in transit, with a sslabs rating of **A+**



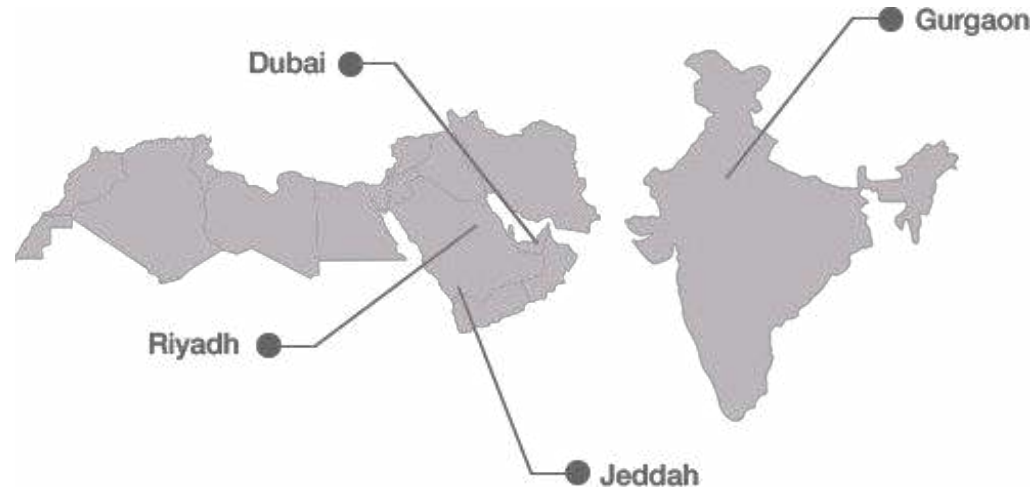
Logging & Audit
Each service has a specific logging and auditing system capturing all system access, system failure and request failure reports.



Localized Data Centers
Data centers are located locally in your country to meet ISR requirements

About us

Our Offices



Dubai

Office 1003
X3, Jumeirah Bay Tower
Jumeirah Lake Towers,
Dubai, UAE

Riyadh

Office 11, Floor 23
AL-Khaldia Towers
P O Box 53052
Riyadh. Saudi Arabia.

Jeddah

Al Eqteasad Building, 5th Floor
King Fahad Road (Sitteen Street),
After Al Falak Roundabout (North),
Jeddah, Saudi Arabia

Gurgaon

Plot no, - 404-405
Ground Floor, Udyog Vihar Phase 3,
Gurgaon, Haryana,
India

Case Studies – Banking



A leading bank in UAE wanted to implement a programme that ensure that they become the Bank of Excellence in KSA and Middle East

Business Objective

The bank was looking to implement a programme which enables them to measure customer experience, take quick actions on the negative feedback and feed it to company's internal processes and policies to improve their product and services

Scope of Work

Reach out to customers and employees

- Sales
- Relationship Management
- Digital Platforms
- Employees

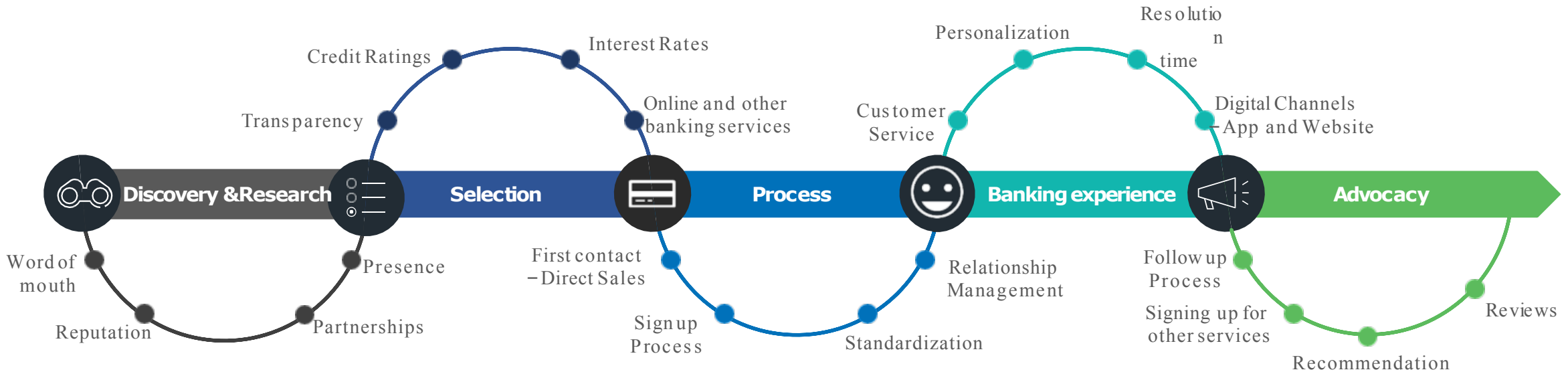
Measure the performance

- Real time dashboards
- Measuring performance by branch, staff, product etc
- Correlate individual KPIs with transactional feedback

Act on it

- Close the loop with dissatisfied customers
- Root cause analysis
- Feed the inputs into product and services

They were looking to measure CX across all touchpoints (branches, online banking) and all transactions (Account opening, card payments etc.)



"A very granular approach was taken in defining the metrics for customer experience measurement. This means they can gauge level of experiences at Customer level, all Transactions, all Channels etc."

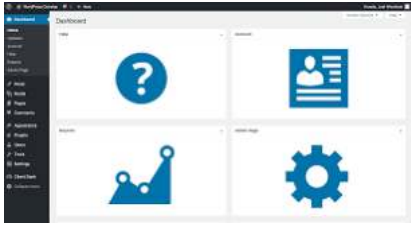
Vice President –Head of customer care and experience

Key Functionalities



Automate Conversation

Integrated CRM with S2C for automated process like sending surveys after each transaction, Red Alerts, Flags on negative responses



Customized Dashboards

Customized dashboards for monitoring and to get insights



Closing the Loop

Tickets were received on agent's email along with the customer's feedback and details



NPS

Adopted globally established NPS led program



Social Media Feedback Capturing

Gather customer feedback via the survey, social media to learn of compliments, suggestions, and concerns that require immediate action



Sentiment Analysis

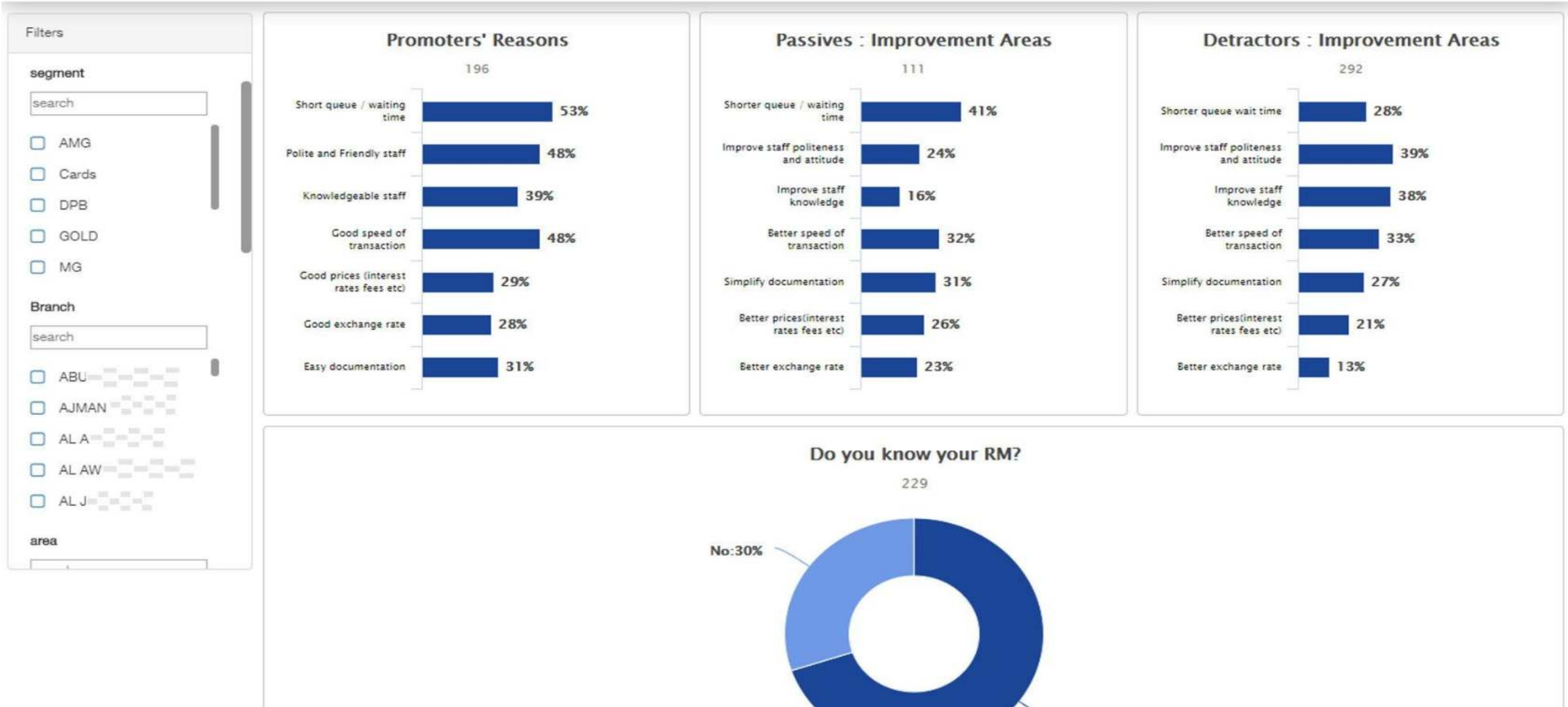
Gauge sentiments and generate trends from open end responses

Snapshot of Dashboard



Transactional NPS **TNPS Diagnostics** Relationship NPS RNPS Diagnostics

[Export](#)



Snapshot of Sentiment Analysis Table

Branch
Export

Transactional NPS
TNPS Diagnostics
Relationship NPS
RNPS Diagnostics

Filters

Customer Segment

- MG
- PB
- SME
- Cards

Branch

- AJM
- AL AI
- AL JL
- AL KH
- AL MU...

channel

Filter Keywords

Filter by Sentiment

ALL 😊 😐 😞 😡

😞 I had a very bad experience with shj. Branch a... Experience Call ...

😞 لان بنك المشرق بنككويس جدا المشرق البنك

😊 staff treat very friendly way to their c... Staff Way ...

😞 Fast service Service

Very-Negative Negative Neutral Positive
Highly-Positive

Show entries Search:

Keyword	😊	😐	😞	Total
bank	16	15	84	115
service	26	18	44	88
customer	4	6	58	68
time	4	9	51	64
staff	11	7	43	61

Snapshot of Tickets - Dashboard

SURVEY2CONNECT

SURVEYS
DASHBOARDS
TICKETS

▼

PRIORITIES

0 High 0 Medium 0 Low

RESOLUTION TIME

0 min

0 min

Your Avg. Time Team Avg. Time

OVERALL TICKETS

■ You ■ Your Team

Status
All Tickets ▼
Priority
All ▼
View As
Admin ▼
Limit
10 ▼
Filter ▼

Options ▼

Select	Priority	Assignee	Name	Created At	Closed At	Segment	Survey	Complaint Satisfaction score	Status
<input type="checkbox"/>	🔥		T-1568714036613648	Tue, Sep 17, 2019	NA	NA	_Complaints	8	Open ▼
<input type="checkbox"/>	🔥		T-1568714036613574	Tue, Sep 17, 2019	NA	NA	_Complaints	8	Open ▼
<input type="checkbox"/>	🔥		T-1568704903490438	Tue, Sep 17, 2019	NA	NA	_Complaints	6	Open ▼
<input type="checkbox"/>	🔥		T-1568704903490639	Tue, Sep 17, 2019	NA	NA	_Complaints	6	Open ▼



Root Cause Analysis

Created KPI for each front-line staff and their hierarchy. They have realized that there was a huge variance in customer experience score by individuals.



Automation

Automated the entire process from survey distribution to ticket generation. Were able to reduce SLA's by 70%



Process and Policies

Bank identified process, which were leading to poor customer experience. The entire process was studied and mapped to make it simpler and customer centric.



NPS Score

10% increase in NPS score from Q1 2019 to Q2 2019

"Why we choose Survey2Connect over competitors:

- Analytics and Data Visualizations that surface insights*
- Ease of use*
- Could reach customers at various touchpoints through S2C*

Vice President –Head of customer care and experience

GET IN TOUCH WITH US



Got Queries?



Call Us

+91 971.875.7969



Email Us

info@survey2connect.com



Visit Us

survey2connect.com

Thank You!

