

Alerting

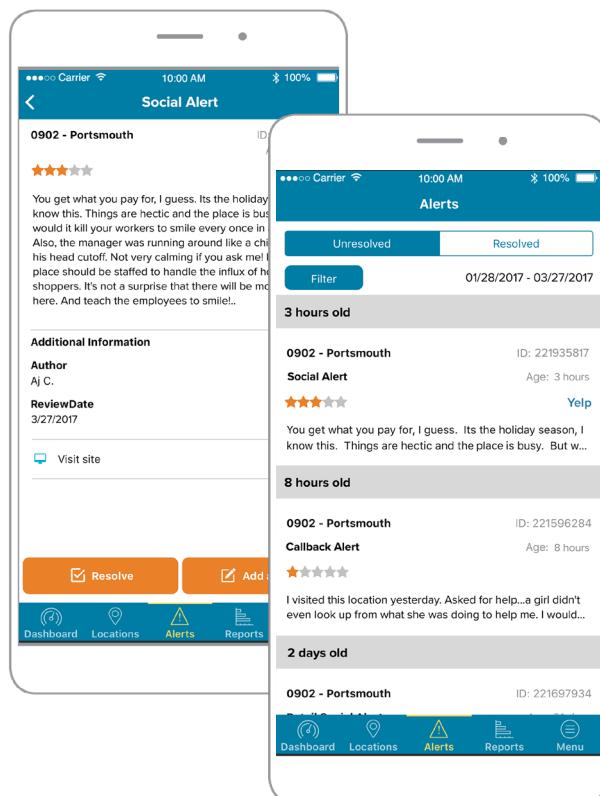
Use real-time, rule-based alerts to stay ahead of emerging issues

- ▶ Identify time-sensitive customer issues based on specific criteria
- ▶ Notify the right people at the right time when problems arise
- ▶ Track from occurrence to resolution across your organization



Every customer interaction with your brand is important. But some customer experiences demand immediate attention. Learn how our alerting technology helps you monitor what's important and close the loop with customers.

When customers complete a survey or leave a comment, they hand you an opportunity to make good on a poor customer experience, discover an avenue for recognizing and rewarding a job well done, or gain valuable insight on product trends or operational issues. Alerts allow you to fast-track high-priority results and comments to unit managers or other stakeholders within your company. Immediate email notifications — coupled with real-time reporting on desktop and mobile devices — give you the ability to monitor an endless number of categories within your business. >>



Alerts

identify time-sensitive customer feedback based on your specific criteria and instantly sends email alerts to the appropriate people in your company —linking them to the information they need to respond immediately and the tools to track efficient, effective resolution.



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**Customize alerts based on
your business needs.**



Call-back alerts

give you a chance to succeed at service recovery. When a survey respondent requests to be contacted, our alerting technology automatically generates an email to the appropriate people within your company. The email contains information about the customer's problem as well as the customer's contact information. Managers are empowered to quickly respond and do whatever it takes to win back that customer's business—turning a problem into a valuable second chance at building loyalty.

To ensure timely resolution, the alert is escalated to the next level of your company's hierarchy if it isn't addressed in a certain amount of time (defined by your company).



Celebration alerts

highlight exceptional customer service, notifying managers when a customer is highly satisfied and an employee name is mentioned by a customer. Managers are able to use these celebration alerts to immediately recognize superior service and reinforce loyalty-building behaviors—which enhances field engagement with the program.



Focus alerts

provide continuous monitoring of customer experience results and uncover areas of opportunity. Based on pre-determined criteria, focus alerts home in on the measures that interest you. For example, you can be notified any time you receive a poor rating on Cleanliness. Focus alerts are customized so you can be alerted on what matters to you.



Text analytics alerts

let you tune in to verbatim customer feedback so you can take swift action when it's warranted. It can be as simple as receiving a real-time notification when customers mention concerning words or phrases (e.g., lawsuit). Or, alerts can be triggered off product or category mentions and linked back to survey results. No matter what you're tracking, text analytics alerts make it easy to stay on top of it.

Alerting helps you monitor precisely what's important to your business. To find out how alerts can be put to use for you, visit smg.com/contactus.

Integrate omnichannel alerts to close the loop across your brand

Customer issues aren't restricted to any one channel—and your ability to respond efficiently and effectively is critical no matter where they come from. Clients who partner with SMG for Online CX, Contact Center CX, and Social CX can integrate our alerting technology to trigger rule-based alerts and put them alongside your core survey alerts. Whether it's specific star ratings, complaints captured through your contact center, or issues with online ordering, you can determine what to track, who's responsible, and how quickly they need to respond.

And to make responding easier and timelier, we specifically designed the smg360® reporting app to be optimized for addressing alerts. That means no matter the source, users can track, sort, and resolve alerts directly in the app.



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About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyze, and share feedback and behavioral data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit www.smg.com.