IFS Customerville

Elevate the quality of your customer feedback and listening across the customer journey

IFS Customerville is a design-driven voice of the customer survey solution that elevates feedback and listening across the entire customer journey. With better understanding, you can create products and services that delight customers and deliver when it matters most – at the Moment of Service™.

This approach makes it easy to create and deliver interactive experience-led surveys. Gather higher quality feedback from better-performing surveys that generate significantly improved engagement and elevated response rates to fix your current feedback issues.

The solution uniquely blends technology, design, and behavioral science principles to emulate how people naturally share and respond to feedback. It integrates feedback collection, analysis, distribution, and action into a single interconnected product

Benefits:

Open up sales opportunities and increase customer satisfaction with our embedded CRM solution

Connected data across the customer journey
Gather customer feedback across the entire customer journey and marry it to broader business data and systems.

Enjoy increased response rates and high quality feedback
The unique combination of art, behavioral science, and technology delivers rich customer insights, and awareness in moments of service that enable immediate action and service improvement.

Flexible solution
Easy to deploy, use and scale for the most complex and demanding environments, with a higher quality interactive survey experience.

Engage and motivate employees for continuous service improvements
Deliver engaging and actionable feedback to employees in proven ways that drive day-to-day service improvements.

Key capabilities

Get feedback in-the-the moment, not after the fact

Intelligently sense sub-par experiences during the customer journey and get robust feedback at crucial moments. Benefit from immediate reporting so action can be taken to improve service and eliminate churn.

Increase response rates and reduce survey fatigue

Drive engaging, branded interactions from survey invitation to survey completion. Provide a rich experience through highly visual, story-driven surveys with conversational context to make questions more personalized, appealing, and easier to complete.

Fast, flexible survey creation

Gain access to a wide variety of UX models, templates, and tools to help create the best surveys and invitations possible. Reinforce your brand by weaving brand stories in with survey questions. Deliver optimally to any device. Improve your services faster by getting feedback faster.

Uncover deep insights at critical touchpoints

Improve the quality of your feedback data. Demonstrate high-quality listening and authenticity at key moments. Use flexible paths and design elements to change the course of a survey in real-time based on customer comments or visually reacting to answers.

Agile expansion across the customer journey

Scale quickly and easily with the agility you need to deploy high-quality surveys. Gather the feedback across touchpoints and connect to your wider business technology and data for ongoing improvement and the ability to pivot as needed

Digestible but insightful reporting

Quickly harness analytical reporting based on your voice of the customer survey feedback. Take advantage of built-in text analytics and sentiment scoring. Analyze, filter, and segment data in one place. Deliver instant, regular, and tailored feedback to all stakeholders with Live Dashboard™, dynamic E-publications™ and Red Flag alerts.

Empower your teams to seek customer feedback

Survey Studio enables citizen users to rapidly extend core surveys or create new standalone surveys. Integrate supporting artwork, styling, storytelling approaches, responsive behavior, and reporting. Create a rich look and feel, along with art that responds dynamically to support a survey's path.

Expert consultancy to set your team on the best course

Free up your teams for other activities by lifting the survey management burden from them. Harness our expertise and let us support you through your customer experience management program. IFS experts work with you to scope the outcomes, deliver best practices, and provide visual design expertise.

Learn more about how our enterprise software solutions can help your business today at ifs.com.

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