

Survey Dynamix

Use Cases During COVID-19 Emergency

Survey Dynamix has more use cases than just collecting customer feedback. During the COVID-19 emergency we have identified some ways in which Survey Dynamix might be able to assist you and your customers.

Proactive outbound contact

With Survey Dynamix you can reach out to your customers en masse to notify them of important information while also offering limited interactivity.

Survey Dynamix supports the following outbound survey types which would be useful for these situations:

- **SMS** – send your customer an SMS with important updates or information. The customer can respond to simple questions and Survey Dynamix can provide additional information or initiate actions in other systems

Dear Customer,

We just wanted to let you know what we are doing at the moment regarding Covid-19. Please read our statement on our website: <https://customerdomain.com/covid-19>

Dear Customer,

During this COVID-19 crisis we have important information you need to read. <Information> Please reply Yes to confirm that you have read this important information.

Further follow up can be taken such as additional messages when a Yes is not received within a certain timeframe.

- **Outbound Voice** – phone your customers and play a pre-recorded announcement. The customer can respond to simple questions or request information on secondary topics through a basic IVR

“Dear Customer - during these trying times we wanted to call you quickly to provide you with some information about what we are doing regarding COVID-19. <information> If you would like to know more about xx press 1. If you would like to know about yy press 2.”

Inbound information lines

Survey Dynamix can provide you with a local number for customers to dial to hear a pre-recorded announcement and to interact in a simple way.

Dear Customer

Thank you for calling our COVID-19 information line. This information will be updated periodically. For information on how we are doing xx during this time press 1. For information on yy press 2.

1: <recorded announcement about this topic>

2: <recorded announcement about this topic>

Note: It is also possible to SMS a number to initiate a “survey” eg: “SMS xx for more information on our response to the COVID-19 situation.” It is also possible to initiate SMS to customers while they are interacting with a voice based service eg: “If you would like to read about this information online press 1 and we will send you an SMS with a link”.

Automatic actions

With all these examples it is possible to have Survey Dynamix initiate other actions based on the way the customer responds to questions. For example:

- Update a CRM record
- Send a notification to a team member via SMS, Email, inter-office communication tool such as Slack, etc

COVID-19 OFFER:

Survey Dynamix will offer our service **free of charge** for the above use cases for at least 3 months (for new customers).

Our services to get this up and running and to show you how to manage these processes is included for **no cost** (for new and existing customers).

Credits for telecommunications services such as phone line rental, phone call minutes and SMS will need to be pre-purchased and are **not included** in this free offer.

Please reach out to us at info@surveydynamix.com for more information or to organise a call to discuss moving ahead quickly with any of these examples.

