DIGITAL
VOICE OF THE CUSTOMER
SOLUTIONS
Introduction

Since 2000, iPerceptions has been the leader in Voice of the Customer solutions. We help Fortune 500 brands, governments and non-profits measure, manage and optimize the customer experience. With a global reach we collect the Voice of the Customer in over 190 countries and in 35 languages. See our list of clients.

This guide will provide an introduction to iPerceptions, our solutions and our SaaS Platform.

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Voice of the Customer

Today customers are in control, shifting the power from the brand to the digital customer. As a result, marketers are now required to anticipate their customers’ needs, wants and expectations in order to be competitive.

This is where Voice of the Customer (VoC) comes into play. VoC is not a ‘nice to have’, but a critical ingredient to understand the digital customer lifecycle and create meaningful experiences for digital-empowered customers.

That’s why iPerceptions helps the world’s most respected brands become customer-centric organizations by leveraging the voice of their customers.

iPerceptions VoC Solutions collect, analyze and predict customer feedback to improve the customer experience.
“Working with iPerceptions we were able to better understand our visitors and, in doing so, we identified actionable steps we could take to better our business online. By constantly listening to our customers, we’ve seen tremendous improvement in how consumers feel about our brand and our ability to give them what they want online.”

— NATIONAL ADVERTISING & DIRECT MARKETING MANAGER
CHRYSLER CANADA

“IIf they were coming to our site and then abandoning, we wanted to know why. We’re talking about a lot of traffic to the site. We need to know if we are delivering on their expectations and if we’re not, we need to know what to fix.”

— MANAGER OF THE USER EXPERIENCE TEAM
INTUIT GLOBAL
"iPerceptions’ customer satisfaction metrics are an extremely valuable addition to our existing web analytics program. Their solution provided our entire team with real-time access to critical decision-support data."

CUSTOMER INSIGHTS MANAGER
DELL

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"iPerceptions’ audiences strongly outperformed all our tactics, even our SEM media buy. The overall campaign conversion increase of 98% was extremely impressive. I’ve never seen such a result."

DIGITAL MARKETING SPECIALIST
TELUS

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Marketing Technologies

Today, there are countless technologies promising to improve the customer experience. But too often these technologies don’t have the visitor’s perspective in mind. That’s why we inject your Voice of the Customer data into a range of technologies ranging from web analytics to session replay to DMPs.

By integrating the voice of your customer with your web analytics or session replay data, you gain additional segments such as visitor intent, task completion, overall experience and satisfaction scores. This provides additional context to your visitors’ behavior and increases the ROI of these systems.

iPerceptions integrates with:

Adobe® Marketing Cloud
Clicktale®
IBM
Google Analytics Premium
salesforce
tealeaf

iPerceptions.com

Your ultimate source of context for your Web Analytics

VOICE OF THE CUSTOMER
Your Ultimate source of context for your Web Analytics

[EBOOK]

VOICE OF THE CUSTOMER

Learn how to use the voice of your customers to understand the why behind your web analytics.

DOWNLOAD NOW
Respondent Experience

Asking for feedback is part of the brand experience. That is why we design custom invitations that match the look and feel of your brand. Whether it is on desktop, mobile, or in native applications, you can rest assured that your respondents will have the best feedback experience.

iPerceptions’ survey and comment card technologies are fully responsive, adapting to your customers’ chosen device. The feedback experience is seamless. With an auto advance feature and progress bar, your respondents can quickly and efficiently complete your surveys. By presenting one question at a time and including hidden intelligence such as skip logic, branching and auto-fills, you ensure the right questions appear to the right visitors at the right time.

At iPerceptions, we care about your customers, which is why we offer the most intuitive respondent experience across desktop, tablet, mobile, in-app and custom platforms.

See how the iPerceptions survey experience would look on your website today.
Your Team of Experts

Whether you’re building a world-class Voice of the Customer program or want an expert to dig into your data, you are in good hands with iPerceptions.

DEDICATED TEAM
When you join iPerceptions, a dedicated Strategic Account Manager and Customer Success Manager are assigned to your account. They will be your go-to resources, guiding you strategically, providing training and ongoing support.

MANAGED SOLUTIONS
We design objective and actionable research that eliminates roadblocks and delays. With iPerceptions Managed Solutions, we take care of your entire project including:
- Research design
- Branded invites
- Sampling strategy
- Implementation
- Programming
- Quality assurance
- Technical requirements
- Data integrations
- Data monitoring
- Ongoing maintenance

BUSINESS INTELLIGENCE
Share your results across your organization with intuitive and interactive dashboards designed by BI specialists. Through Issue Based Analysis (IBA), take action on insights and recommendations provided by your research analyst.
SaaS Platform

iPerceptions technologies are powered by a SaaS platform. The platform provides a robust foundation to collect and analyze your Voice of the Customer data. It runs on a telco-grade infrastructure designed to meet Fortune 500 performance and security requirements.

By default, the platform includes intercept surveys, comment cards, survey links and embedded surveys which can be deployed on desktop, tablet and mobile. The platform supports 9 question types, 5 types of skip logic and branching, 6 behavioral triggers and certified questions available in 35 languages.

You have unlimited collection, unlimited user licenses, unlimited self-serve projects and a range of reporting features. The platform provides access to tiered features and capabilities to adapt with your evolving needs.

Sign up for a free trial today.
Targeting and Triggering

With iPerceptions you will collect actionable information by asking the right visitors the right questions at the right time.

iPerceptions Universal Code gives you unprecedented flexibility over your research. With one snippet of code, you can create, manage and edit multiple projects directly from the iPerceptions platform - without the need to consult your IT department.

With Universal Code’s targeting capabilities, you can trigger different surveys according to visitor behavior. Behavioral triggers available in the platform include: browser language, URL, URL parameter, cookie and advanced triggers such as custom JavaScript while additional triggers can be programmed through our client success team.
Reporting Features

The platform provides intuitive and interactive reporting features to help you quickly get the insights you need to make customer-centric decisions.

ADVANCED EXPLORATION

Advanced Exploration powered by Tableau gives you the flexibility and agility to create interactive worksheets, save them and share them with your colleagues.

TEXT MINING

iPerceptions’ text mining feature, including word and concepts clouds, empowers you to quickly discover themes, patterns and emerging trends in your open-ended feedback.

BENCHMARKING

iPerceptions’ Experience and Intent Benchmark compares your overall experience and task completion scores across 15 industries and 7 site objectives.
Reporting Features

The platform provides intuitive and interactive reporting features to help you quickly get the insights you need to make customer-centric decisions.

**PRIORITY GRID**

The Priority Grid identifies attributes that have a significant impact on overall experience, helping you prioritize improvements according to your customers’ needs.

**DATA EXPORT**

At any time you can download your data in CSV, XML or SPSS or we can schedule recurring exports to make it easy for you to get your data when you need it, where you need it.

**PERMISSIONS**

Account permissions can be controlled directly in the platform. You can add and manage user accounts and assign different project-level permissions, all in one place.
See how iPerceptions Voice of the Customer Solutions can improve your marketing performance today.

PERSONALIZED DEMO

PRICING INFORMATION