



It's not what you think
you know...



...it's what they think **you should know!**

Who are they? Your customers, employees, suppliers, sponsors. Anyone who has an opinion on how your company, service or products perform.

You need a fast, efficient way to process their feedback and enable you to act quickly to meet the ever changing demands of your customer or client base. You need Opinion-8!



What is **Opinion-8?**

Opinion-8 is an automated monitoring and survey system that lets you collect valuable information instantly, accurately and affordably via telephone, web and SMS. Feedback is instantly available online to view and analyse with powerful graphic reporting tools, providing valuable management information on how to improve customer service, identify employee training needs, measure brand loyalty and improve business processes.

“ The Survey went very well and it was easy for us to get management information from **Opinion-8's** web reporting module. We are in an excellent position to continue to deliver the high-quality services our membership deserves. ”

Lindsay Douglas
The Law Society

employee, member, patient, supporter, customer satisfaction and political polling surveys



answering all the right questions

“ **Opinion-8** gives us a real-time overall view of the customer experience and enables us to highlight our strengths and weaknesses. This is playing an important role in increasing donations. ”

Ian Hamerton
National Blood Service

screening and recruitment



readership, viewer and listener surveys

How **Opinion-8** will help you

Opinion-8 is a research tool within reach of all organisations regardless of size or budget, and is flexible and robust enough to meet all your survey needs.

With **Opinion-8** you can:

- See accurate and comparative feedback from all your stakeholders, wherever they are and however they contact you. **Opinion-8** can surveys can done by telephone, email, web, SMS, or be paper-based.
- Save time analysing results by letting **Opinion-8** aggregate feedback from a range of contact channels. View results jointly or separately with graphic online reporting tools.
- Compare feedback data easily across departments, teams or individuals for management purposes.
- Quickly get to the issue, whether problem or success, by drilling down through the data at the click of a mouse.
- Change and update: With **Opinion-8** you can respond quickly to the changing needs of your stakeholders by updating surveys as you need to - or get us to do it for you. Either way it is quick and simple.
- Keep your survey short whilst covering all the questions you need answered by using rotated, randomized and dependent questions.
- Use powerful customer comments to increase the impact of presentations and training materials and help you make the case for organisational change. Open comments can be left by stakeholders as voice recordings on telephone surveys or as text in web surveys. Voice comments are easily transcribed and reported on with our online management tools.

- Benefit from our experience: Our dedicated team will help you design your surveys or make modifications for you, saving you the effort.
- Shape the system to meet your needs: **Opinion-8** is a product in active development, responding to the emergent needs of users.

Opinion-8 in your contact centre

- Respond to the first signs that service levels are dropping before problems become widespread by setting the system to send alerts to managers by SMS or email if customer ratings cross pre-defined thresholds.
- Address service issues at the time when they are still fresh in everyones mind.
- Improve agent performance assessment by getting the customer to rate agent performance immediately after the event, increasing objectivity and accuracy of assessment.
- Save resources by transferring the task of evaluating agent performance from the supervisor to the customer.
- Target training and rewards effectively by focussing on those members of your team who need it most.
- Avoid bias: **Opinion-8** stealth-mode ensures that the results to your questions are objective and are not biased, by inviting customers to participate at the beginning of the call, and then transferring them to the survey at the end of their interaction with the agent.

Opinion-8

answering all the right questions



How **Opinion-8** works

Automated Telephone Surveys

With **Opinion-8**, questionnaires can be created on-line. The whole process from set-up to implementation of a survey can be completed within a day.

1 Survey Design

Once you have clarified the aim of the survey and the questions you want answered, we can advise on final survey design and scripting to ensure the survey meets your needs.

2 Recording

Questions are recorded – either by us or by you - and the survey is tested.

3 Live Date

Participants access the survey either by calling a number or being transferred at the end of their call to you. They are then presented with a set of pre-recorded question, and respond by using the numbers on their telephone keypad, or by speaking comments in response to questions.

4 Analysis

All the data and recordings of any comments are immediately available for review and analysis online, using the secure **Opinion-8** web server.



Opinion-8 - it's your choice!

Opinion-8 can be provided either as a hosted service or as an in-house **Opinion-8** appliance.

Hosted service

Charges are on a per call basis, plus an installation fee and a small monthly rental charge.

Opinion-8 appliance

Where **Opinion-8** is sold as equipment supplied to your premises, a one-off fee is charged for the system.

With either of these options, delivery and implementation of **Opinion-8** is quick and simple.

Let's get **Opinion-8** answering the right questions for you

Call **0117 398 2342** today.

Alternatively, you can email us at info@opinion-8.co.uk
or visit our website at www.opinion-8.co.uk



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