



GOLD SYSTEMS

Solutions Powered by Voice

About Gold Systems

Gold Systems' self-service solutions improve profitability and increase customer satisfaction. Using our proven Solutions Discovery Process, Gold Systems helps companies identify processes where efficiency can be optimized with voice automation solutions that implement the latest in IVR, speech recognition and text-to-speech technologies. Named to both the *Inc. 500* and *Deloitte & Touche Fast 50*, Gold Systems has positively impacted bottom line results for companies in the financial, insurance, healthcare, retail and utility industries since 1991.



Improve Service and Satisfaction Using Questionnaire Data

Do you know what your callers want from you? Are they happy? Learn more about your customers and improve customer satisfaction with DataCollect from Gold Systems. DataCollect is an application for your IVR that allows you to easily design and implement questionnaires to interact with your callers – so you can understand your customers in a matter of hours.

Create Multiple Questionnaires

You can create an unlimited number of questionnaires with DataCollect, so you can target each customer segment uniquely. With each questionnaire supporting as many as 100 questions, you have the capacity to get highly-targeted and very specific data on your market segments. Our questionnaires are easy to administer using a telephone and allow you to make decisions on every question including:

- Type of question (open-ended versus survey).
- Number of retries for each question.
- Minimum and maximum input length.
- Administration of global questionnaire items including:
 - Caller prompts and greeting.
 - Up to 10 predefined categories of answers: 'yes/no,' or 'agree/disagree/don't know.'
 - Call handling for those callers having problems with the system.

Transcription

DataCollect can also save questionnaire responses as recorded messages, allowing agents to transcribe these messages directly from the system hard disk. Transcription capabilities include these options:

- Listen to new and saved messages.
- Directly access specific messages by entering an assigned key number.
- Rewind, pause, fast forward, replay, delete, skip, and save messages.
- The rewind, fast forward, and pause steps can be administered by each transcribing agent.

Messages can be transcribed in the order they are received, and multiple agents can simultaneously transcribe messages from the same questionnaire.

DataCollect Output

DataCollect creates summarized reports of the collected responses specified as survey questions. These questions take touch-tone input only, so the report gives you a clear picture of the responses. DataCollect includes non-survey answers in reports, such as ID numbers or telephone numbers. The reports can be exported in ASCII file format to remote machines for further processing and archiving.

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To learn more about Gold Systems solutions, call 800.988.7798 and say "Sales" or visit www.goldsys.com.