



OneDirect's Feedback CX module

Capture the voice of customer

Who are we?

Tech company solving marketing and CX challenges

Since 2012. Built for scale.

The people.

Team

150+

Senior team includes folks from Adobe, Zynga, Oracle, Salesforce

Engineering

70+

Dedicated full-time R&D and development centers in Bangalore

Consultants

10+

OneDirect CX Strategy and Research team

Backed by Sequoia Capital

Top-tier global venture capital firm. Has backed startups like Apple, Cisco, Google, Service Now

OneDirect Modules

Service cloud – Flagship product

Email

Customer service helpdesk with all smart automations and analytics

Award
Winning

Self Serve

Web/In-App self service portal, knowledge base and community forum

New

Insights

Advance analytics on feedback data to get powerful actionable insights

New

Social

Respond to and engage with customers across social channels from one single dashboard

Award
Winning

Indic Crawler

Crawl 3rd party forums and ticket all actionable mentions

Award
Winning

CSAT/NPS

Create, send, and analyze CSAT/NPS surveys across all channels (web, In-app, email, In-store, SMS, IVR)

New

For enterprises



paytm



Panasonic



oppo

TATA CAPITAL
We only do what's right for you



Indiabulls



dishtv

DAIKIN



payu

HITACHI



IFB

MYNTRA.com



TATA SKY

Colgate



PATANJALI

MobiKwik



goibibo.com

ONEDIRECT

The Feedback cloud

Comparison of types of feedback

Parameter	CSAT	NPS	CES
Origin	70/80s	2003	2010
Question	<i>How would you rate your experience with your ...</i>	How likely are you to recommend us to a friend?	The company made it easy for me to handle my issue. Agree or disagree?
Scale	0-5 scale/3 points scale or 2 point scale.	0-10	Strongly disagree <> Strongly agree
Type	Transactional	Relational/Transactional	Transactional
Correlation to loyalty	Weak	Strong	Strong
Pros	Easy to understand. Already prevalent in all orgs.	Very popular now. Easy to understand. Empowers front end staff	Still becoming better known. Can work across all stages of CX.
Cons	Very specific and limited to the interaction. Has been basic expectation of CX.	Doesn't easily tell us why someone is a promoter or detractor. Difficult to drive change.	Doesn't capture customer loyalty. Just an input metric. Difficult to benchmark.

Steps of NPS/Feedback implementation

- Getting senior management on board / setting adoption targets
- Customer journey mapping
- Tech implementation and Survey setup and fill rate optimization
- Employee and stakeholder training
- Tagging and Data management
- Reports and dashboard development
- Impact analysis on Revenue and Profit
- Closing the loop on the feedback (calls, ticket and user management)
- Consulting and process improvement
- Goal setting
- Administrative services

Capture Feedback – Multi Channel approach

OneDirect enables you to capture feedback at every stage in the customer's journey



Through multiple channels



Email Surveys



SMS Surveys



Receipt Surveys



Tablet Surveys



Mobile Feedback



Call Center



Website Intercepts



IVR Feedback



QR Codes

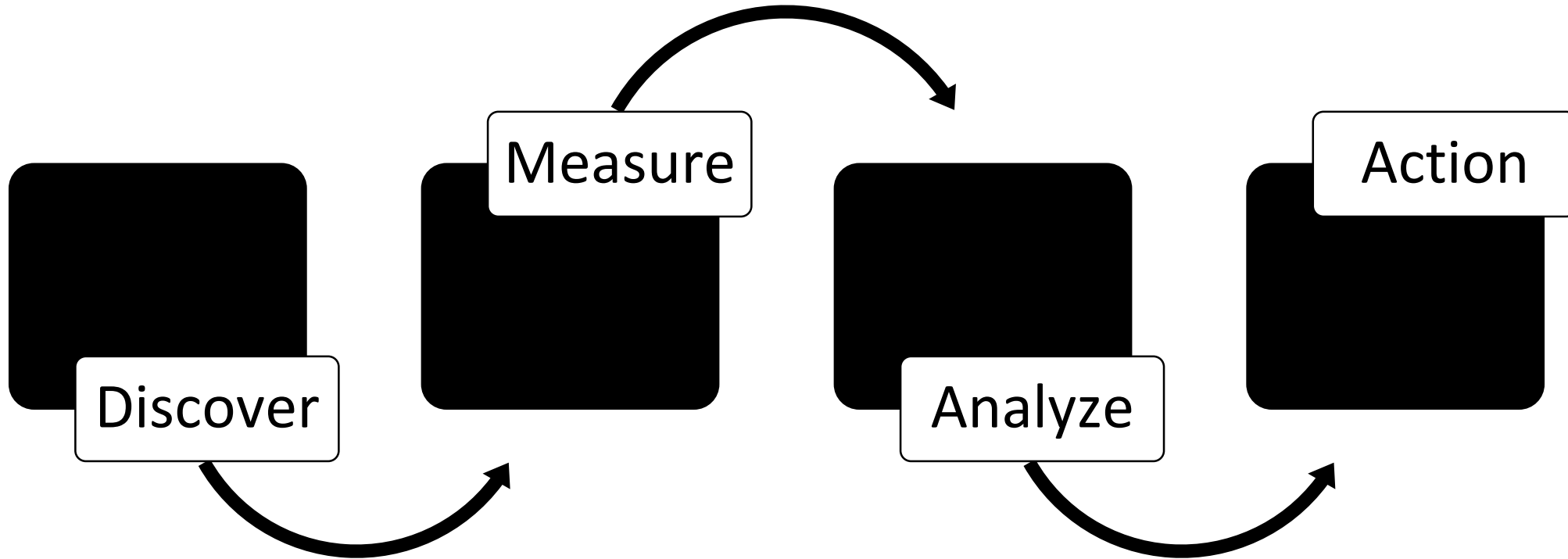


Social

Integrate your existing software

OneDirect easily imports data that has been generated or captured by other systems: whether PoS, CRM, email, or ERP

Proposed Workflow

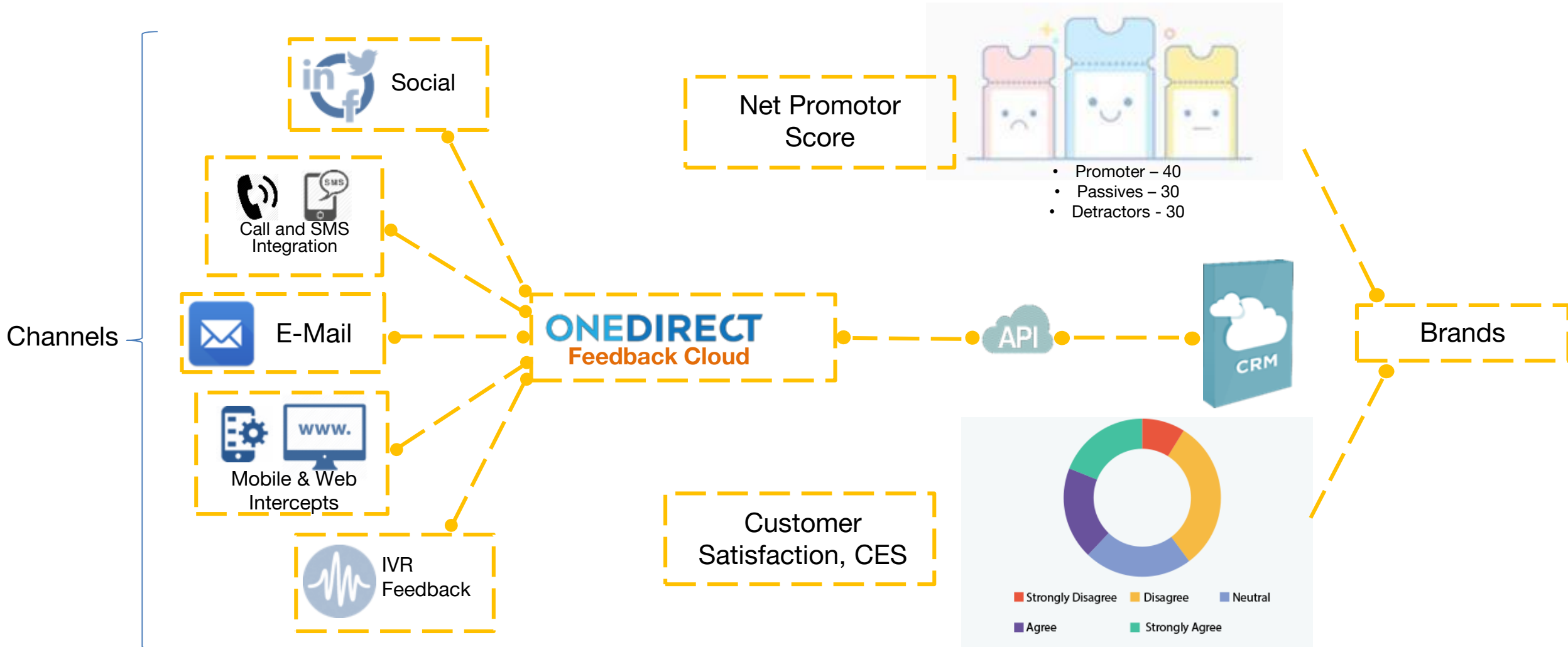


- Currently, IndiGo captures customer feedback through a web-based URL triggered internally via SMS.
- This is shot before the flight.
- We propose capturing customer feedback and NPS across various touch points

Customer Journey – Our Understanding

Acquisition	Website/app navigation while buying	Web in app	CSAT/Custom	
	Post payment NPS – Online + Owned	Web in app/Email	NPS (transactional)	
	Post payment NPS – Online + Partner	SMS as only phone no available	NPS (transactional)	
Lifecycle	Email	Email	Relational NPS	4 days after flight
Complaint	While raising	Email/SMS/Call	CSAT	Agent feedback/process feedback (API integration for Calling software – Avaya)
	Post process	Email (transactional)	NPS (transactional)	
Offline	Before Checkin	Tablets at kiosk	NPS (transactional)	Locked and mapped with PNR
	After Checkin	Tablets at kiosk	NPS (transactional)	Locked and mapped with PNR

Solution Workflow



Not Just Another Feedback Software

CSAT/NPS

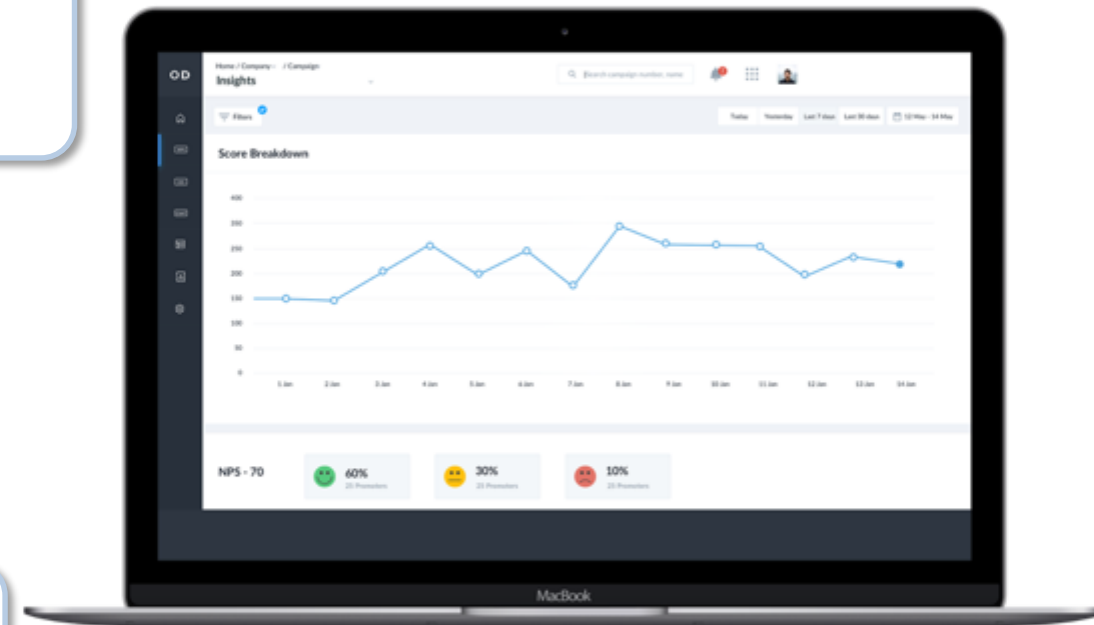
Create, send, and analyze CSAT/NPS surveys across all channels (web, In-app, email, In-store, SMS, IVR)

Insights

Advance analytics on feedback data to get powerful actionable insights

Action Management

Track, analyse and iterate on feedback based business decisions



**90% of tools claim
the same features.
It's the 10% that
counts...**

**9 ways in which
OneDirect Feedback
Cloud is different...**

1. Single tool for all CX needs

Practical issue	OneDirect Advantage
I am already using 3 different tools for social, email, web forms etc. Now I'll have to manage another vendor / tool.	<p>OneDirect is the only tool that provides email, social and feedback management in one place.</p> <p>You can create a central user profile. Send NPS / other surveys to overall userbase.</p> <p>Integrate feedback survey in all existing response channels. See previous feedback with every email and social ticket.</p> <p>NPS/CSAT analytics and detractor handling tightly integrated.</p>

2. Consulting and analytics

Practical issue	OneDirect Advantage
I've bought the tool but I'm sure how to drive ROI on this.	<p>Our consulting and analytics team works with you on (a) increasing response rates, (b) doing text analytics, (c) creating promoter and detractor management strategies, (d) quarterly reviews, (e) improving the close looping process etc.</p> <p>Most companies simply sell the tool. We sell you a complete solution.</p> <p>This is the single biggest winning aspect of OneDirect.</p>

3. Competition benchmarking

Practical issue	OneDirect Advantage
My NPS is 18, but so what? The management wants to know is 18 a good number or bad number. How do I get competition data?	<p>This came up frequently in our conversations. So as a first in India, we conducted a survey of 10,00,000 (10 lakh) Indians across different industries to ensure that you have a clear benchmark to improve against.</p> <p>This survey data is updated every 6 months. And it's cost is absorbed by OneDirect as part of the implementation.</p>

4. Data Security / On-premise for Enterprises

Practical issue	OneDirect Advantage
Is there a way I don't have to upload my data on a third party tool?	Two solutions: <ul style="list-style-type: none">- On premise implementation: Robust, fully secure and premium – more expensive than cloud.- Masking of user details: API based integration which masks user details, uses the brand's existing email/SMS vendors.

5. Attributes help build precision

Practical issue	OneDirect Advantage
I have different types of customers – with more than 15 different attributes (female, 30-40 yrs, platinum, spent Rs.1000+ in last year etc.)	<p>You can create unlimited number of attributes for your contact list and then upload your contacts.</p> <p>Super useful in terms of segregating NPS based on different segments, helping in further analytics.</p> <p>E.g. Platinum User NPS – 37 v. Gold User NPS - 12</p>

6. The best ticketing engine in town

Practical issue	OneDirect Advantage
I sent a survey to 20000 customers and now I have 1500 detractor tickets to process!	<p>OneDirect Feedback Cloud is built on top of the OneDirect Ticketing Engine.</p> <p>This means that you can create complex business rules, allocate tickets to the right people and ensure that you are closing the loop on all feedback. You can also create automatic canned responses. Comes with Load Balancer, Login-based Assignment, weekday/weekend SLA trackers etc.</p>

7. Mobile SDK

Practical issue	OneDirect Advantage
SMS / Email surveys gets poor response rates. I would like to collect feedback inside my mobile app.	<p>OneDirect is the first enterprise tool to launch a fully optimized mobile SDK – works on Android and iPhone. Super optimized for conversion.</p> <p>Multiple templates; can also be used to prompt users to post reviews on Play Store / App Store.</p>

8. Closing the loops of feedback

Practical issue	OneDirect Advantage
We take NPS but then no one works on driving changes based on the insights.	OneDirect does two things: <ul style="list-style-type: none">- Integration with internal collaboration tools like JIRA, Trello, MS Dynamics or other collaboration tools used by different teams in the company- Build clear revenue-impact models with main owner of NPS and create quarterly review processes to ensure ROI gets driven.

9. Sweating the small stuff

Practical issue	OneDirect Advantage
They say the devil is in the details. What else could I be missing in choosing an NPS solution?	<p>Having worked with 100+ brands, here are some features we built without you asking us:</p> <ul style="list-style-type: none">- Notifications management- Customizable email reports (still the most used method because people don't login)- Activity logs (who edited the survey or deleted a ticket)- Creating multiple brands (so that you can control data access)

The software

Setup campaigns



Campaigns



List of Campaigns

+ Create Campaign

All Draft **5** Published **1** Archived **0**

Campaign Id	Campaign Name	Status	Created At	Created By	Responses	NPS
157	metropolis	Draft	Dec 07 2017, 03:27pm	Vishrut	0	0
156	abc1	Draft	Dec 07 2017, 02:49pm	Vishrut	0	0
148	sdsfd	Draft	Dec 06 2017, 04:21pm	Vishrut	0	0
133	abc	Draft	Nov 28 2017, 04:04am	Vishrut	0	0
129	Test-ABHI	Draft	Nov 27 2017, 11:25am	Vishrut	0	0
104	Quest 2017	Inactive	Nov 13 2017, 06:23pm	Vishrut	11	63

Use multiple channels within a campaign

OD Campaigns

1 SELECT FORM — 2 SURVEYS

Select Channel > Customise Template > Survey Settings

Survey Name	Channel	Status	Updated At	Created By	Responses	NPS
QUEST 2017 NPS	email	Completed	Nov 21 2017, 12:27pm	Vishrut	3	33
Test1	email	Draft	Nov 20 2017, 04:01pm	Vishrut	0	0
Test	email	Draft	Nov 20 2017, 01:43pm	Vishrut	0	0

<< < 1 2 > >>


Or Create a New Survey. Start by selecting a channel


EMAIL IN APP SMS LINK SMS INLINE

Next Cancel

Custom forms and surveys

OD Create Form


 **Feedback on your trip**
Thanks for flying IndiGo. Please take 2 mins to complete the feedback

Page 1: Untitled 

Question Type

Question Title*

Help Text


Logic 

Detractors	<input type="text" value="0"/>	to	<input type="text" value="6"/>
Passive	<input type="text" value="7"/>	to	<input type="text" value="8"/>
Promoters	<input type="text" value="9"/>	to	<input type="text" value="10"/>











Set user response based logical jumps or ask conditional questions

Question Type

Build your own attributes for detailed analytics

OD Settings ⋮ 

General Manage Contact List Manage Attributes Manage Forms + New Attribute

Attribute Name	Attribute Type	Status	Description	Is Filter	
Email Id	Email	UNUSED	Email Attribute	No	
Mobile	Mobile	UNUSED	Mobile Attribute	No	
Full Name	String	UNUSED	Full Name Attribute	No	
First Name	String	UNUSED	First Name Attribute	No	
Last Name	String	UNUSED	Last Name Attribute	No	
Gender	String	UNUSED	Gender Attribute	No	
Age	Number	UNUSED	Age Attribute	No	
City	String	UNUSED	City Attribute	No	
State	String	UNUSED	State Attribute	No	
Country	String	UNUSED	Country Attribute	No	

Track trigger performance

OD

Overview



Select Campaign **Quest 2017** 4 surveys selected

Today Yesterday Last 7 days Last 30 days 01 Nov 2017 - 18 Dec 2...



Email

Sent	Delivered	Dropped	Deferred	Opened	Clicked Link	Unsubscribed	Reported Spam
295	295	17	12	130	35	4	0



SMS Link

Sent	Delivered	Failed	In queue	Throttled	Clicked Link	Responded
--	--	--	--	--	--	--



SMS

Sent	Delivered	Failed	In queue	Unsubscribed	Throttled	Responded
--	--	--	--	--	--	--

Inapp

Sent	Delivered	Launched	Responded
--	--	--	--

Inbox – All filled surveys at one place

OD

Inbox

Tags Search by Tags

Filters

Export Delete More Select Date

All Messages - 10 Sort by: Time

Message	Date
10 QUEST 2017 NPS Deepak	Nov 23
7 QUEST 2017 NPS Seema J	Nov 21
8 QUEST 2017 NPS Rahul	Nov 21
9 Quest 2017 Abhinay	Nov 15
9 Quest 2017 Sameer	Nov 14
8 Quest 2017	Nov 14

Deepak Rai
Nov 23 2017, 06:55am

Campaign Quest 2017

Survey Name QUEST 2017 NPS

Channel Email

Form [Click to Preview](#)

NPS score 10

Question 1 What did you like about Quest 2017?
Answer Awesome platform to bring together the CX thought leaders, professionals and practitioners to share, learn and network.

Question 2 How likely is it that you would recommend your peers to attend Quest 2018?
Answer 10,

Question 3 What were the areas of improvement for Quest 2017?
Answer

Deepak Rai
deepakrai9@gmail.com

History (0)

User Attributes

Age	0
App Id	0
contactListId	82
Email Id	deepakrai9@gmail.com
First Name	Deepak Rai
Full Name	Deepak Rai
id	319816

Workflow for follow-up with unhappy customers

Home / All Tickets

All Tickets 7719 Tickets

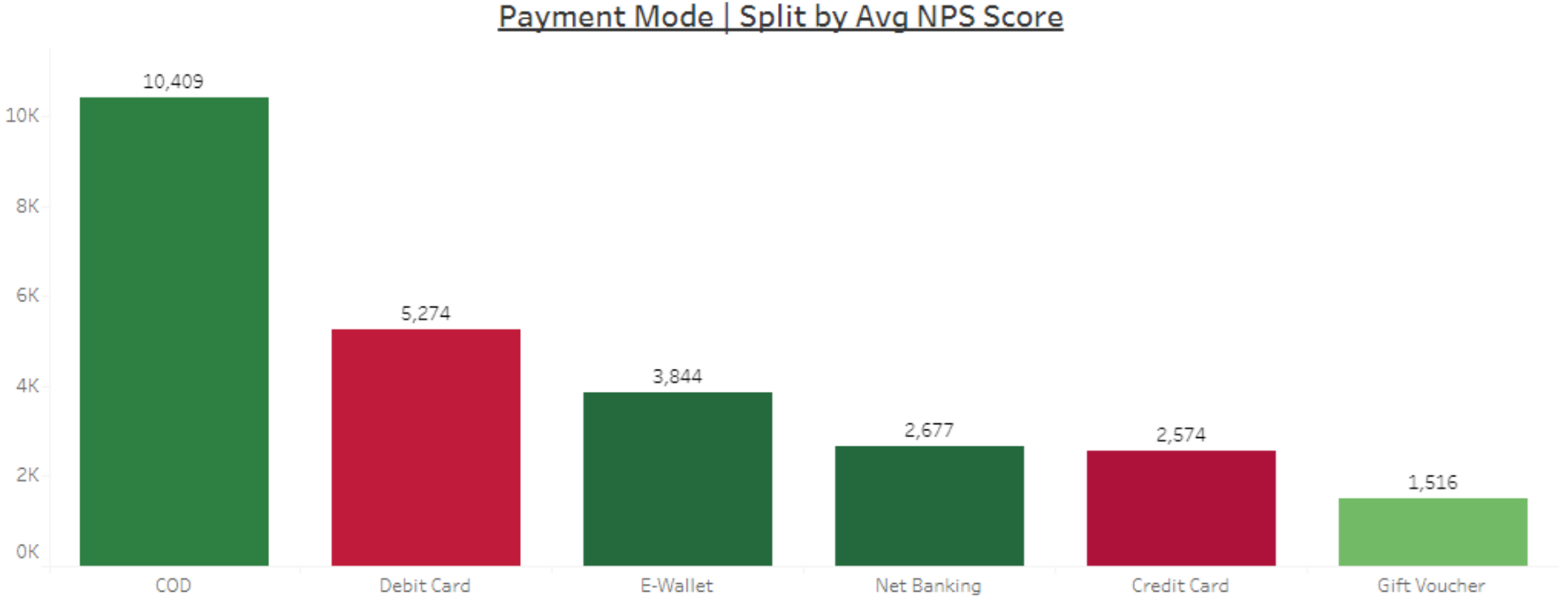
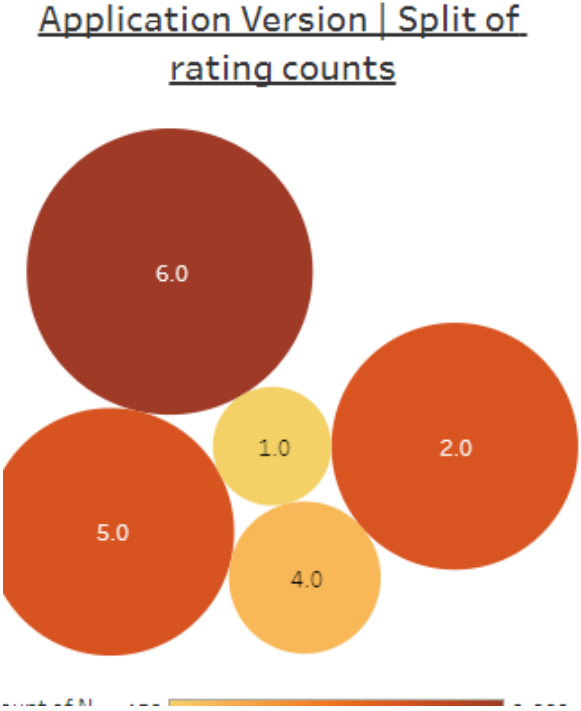
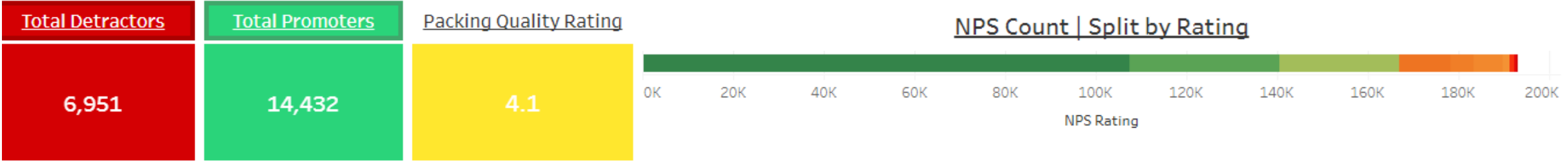
Default

Bulk Action Discard

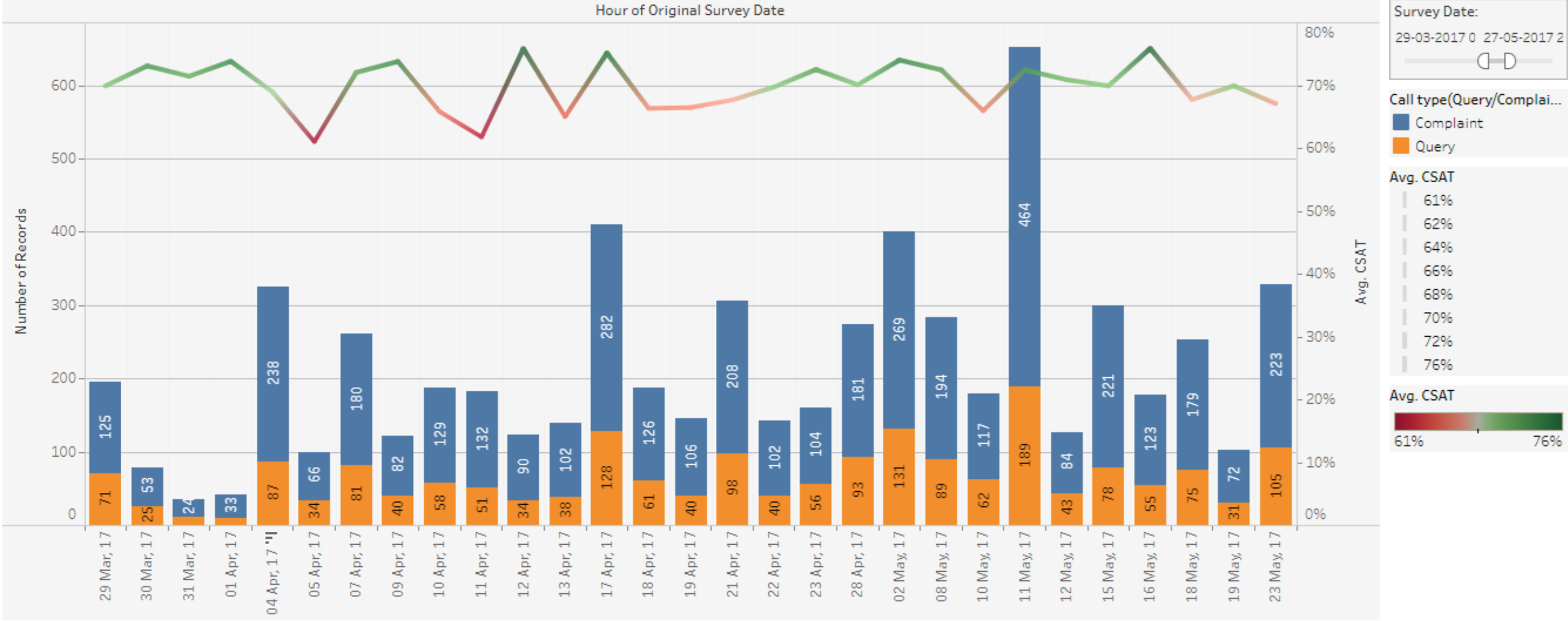
Sort By Last Updated, Descending All Tickets Filter

<input type="checkbox"/>	Ticket#	Name	Subject	Status	Priority	Team	Assigned To
<input type="checkbox"/>	5972419	Bhupen Dukhande	Mail Hi Bhupen, Greetings for the day! We have reset your password from o... Created: 13 Dec, 2017, 3:06pm Last Updated: 3 minutes ago	Closed	Low	Unassigned	Ritika Raj
<input type="checkbox"/>	5972475	OneDirect Team	Mail Hi ClientCare, Greetings from OneDirect! This is to bring into your not... Created: 17 Dec, 2017, 2:18pm Last Updated: 4 minutes ago	Open	Low	Unassigned	Ritika Raj
<input type="checkbox"/>	5972468	Nidhi Chhabra	Mail Team Would request you to please get connected today and resolve thi... Created: 16 Dec, 2017, 10:05am Last Updated: 15 minutes ago	Open	Low	Unassigned	Ritika Raj
<input type="checkbox"/>	5972477	Brandwatch Account	Mail Attached is the Coraza Technologies weekly usage report for Queries t... Created: 18 Dec, 2017, 9:12am Last Updated: an hour ago	Resolved	Low	Unassigned	Ritika Raj
<input type="checkbox"/>	5972469	Sonam Panda	Mail Hi Sonam, The tech team is looking into the issue, I'll get back to you as... Created: 16 Dec, 2017, 11:41am Last Updated: an hour ago	Awaiting Res...	Low	Unassigned	Ritika Raj
<input type="checkbox"/>	5972476	Paridhi Gupta	Mail Hi Sarah, Sure, let me look into this tomorrow. I will call you in case any... Created: 17 Dec, 2017, 9:35pm Last Updated: an hour ago	Resolved	Low	Unassigned	Ritika Raj
<input type="checkbox"/>	5972434	Chirag Makwana1	Mail Hi Chirag, We will do the changes so that the assignment gets resolve... Created: 14 Dec, 2017, 11:56am Last Updated: 9 hours ago	Closed	Low	Unassigned	Ritika Raj
<input type="checkbox"/>	5972446	Mohanty Narayan ...	Mail Hi Mohanty, Greetings from OneDirect! We have got a confirmation ... Created: 14 Dec, 2017, 8:08pm Last Updated: 13 hours ago	Closed	Low	Unassigned	Deepak Ray

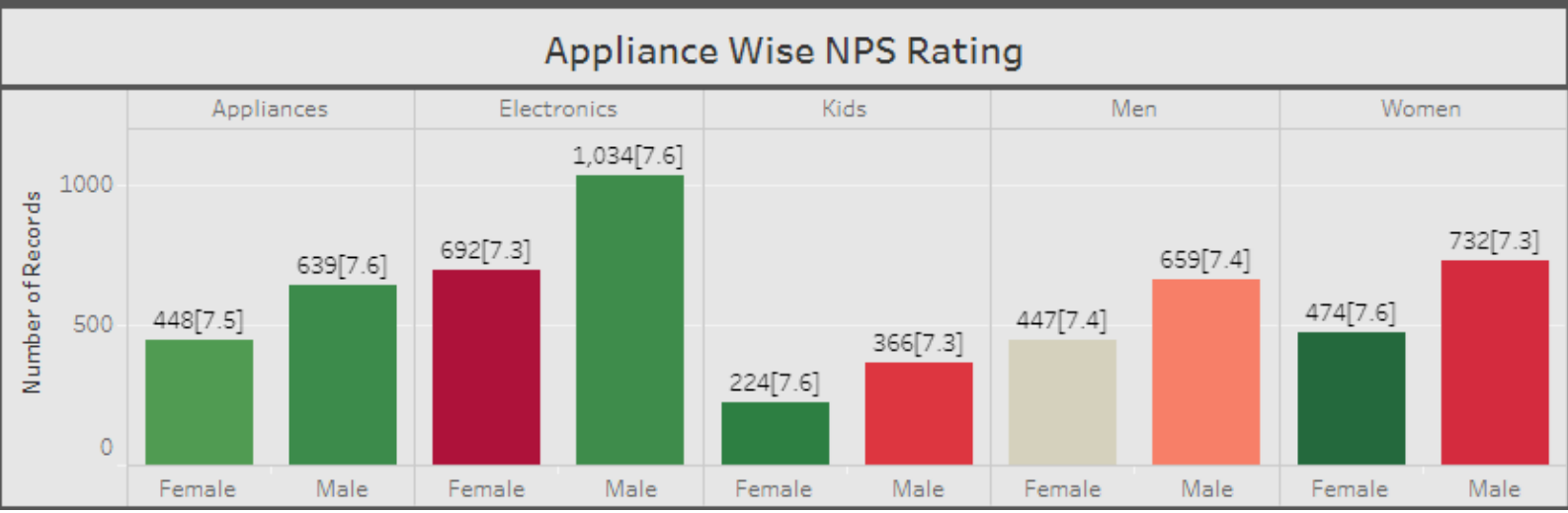
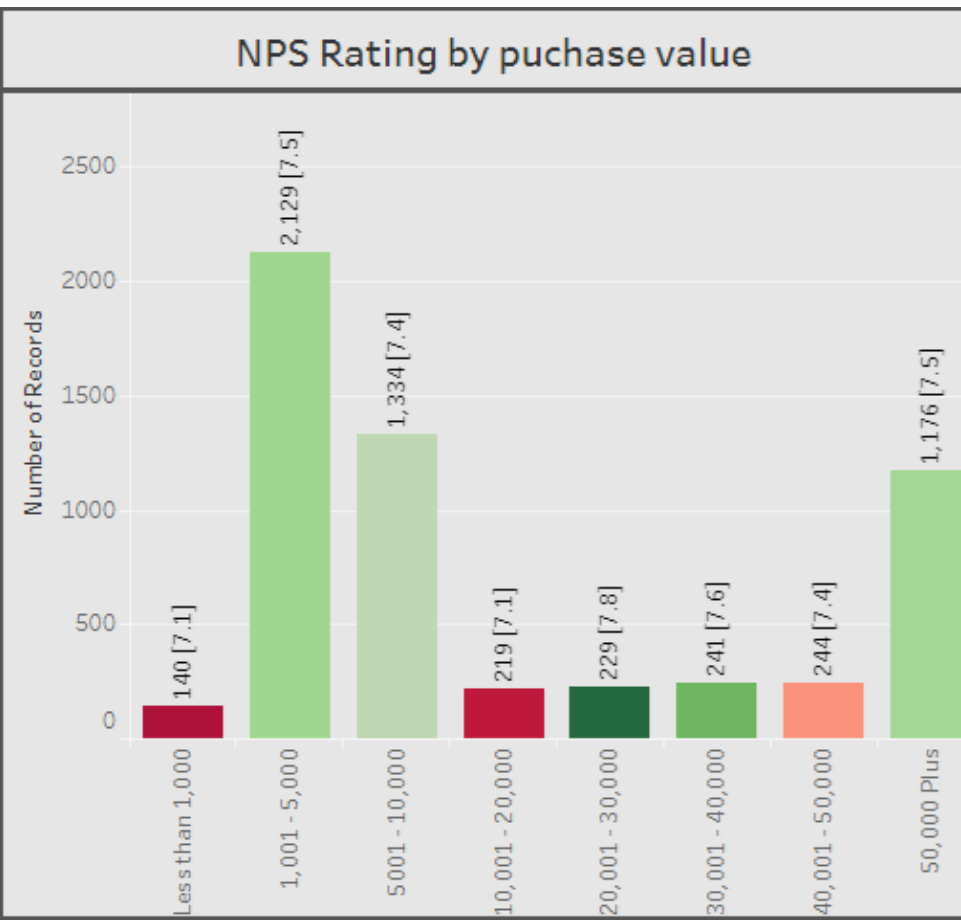
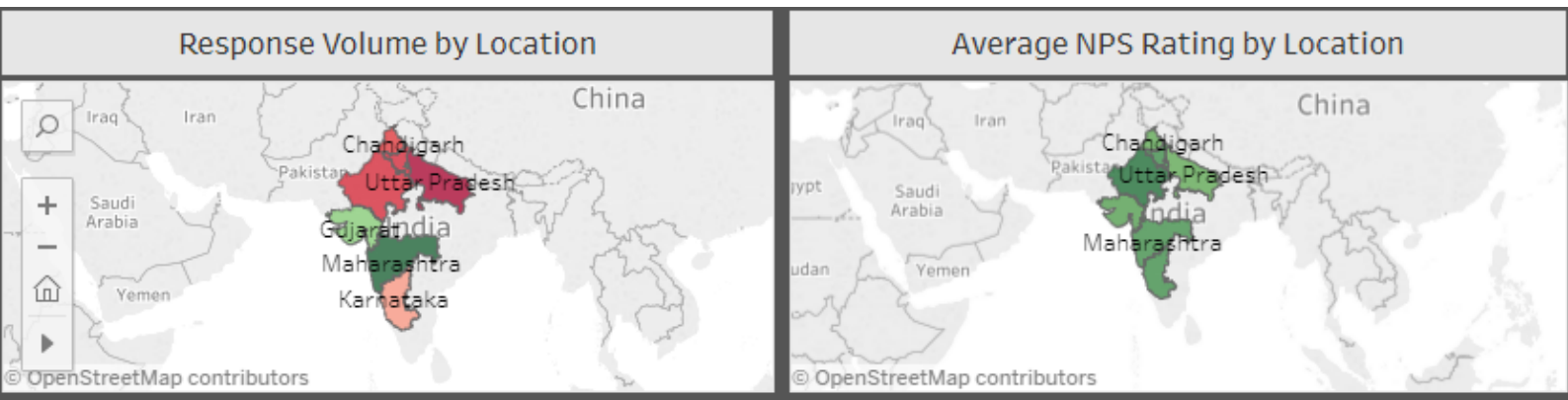
Analytics - Overview



Analytics – Fill count and campaign analysis

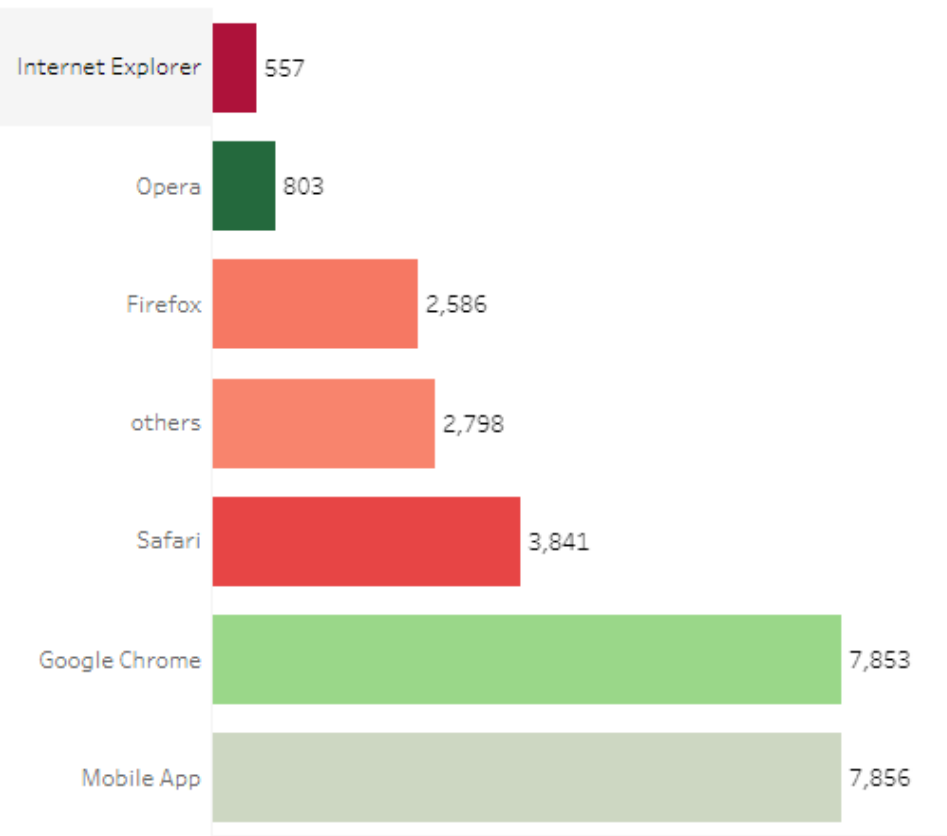


Analytics – Location, ARPU, Demographics, Customer type

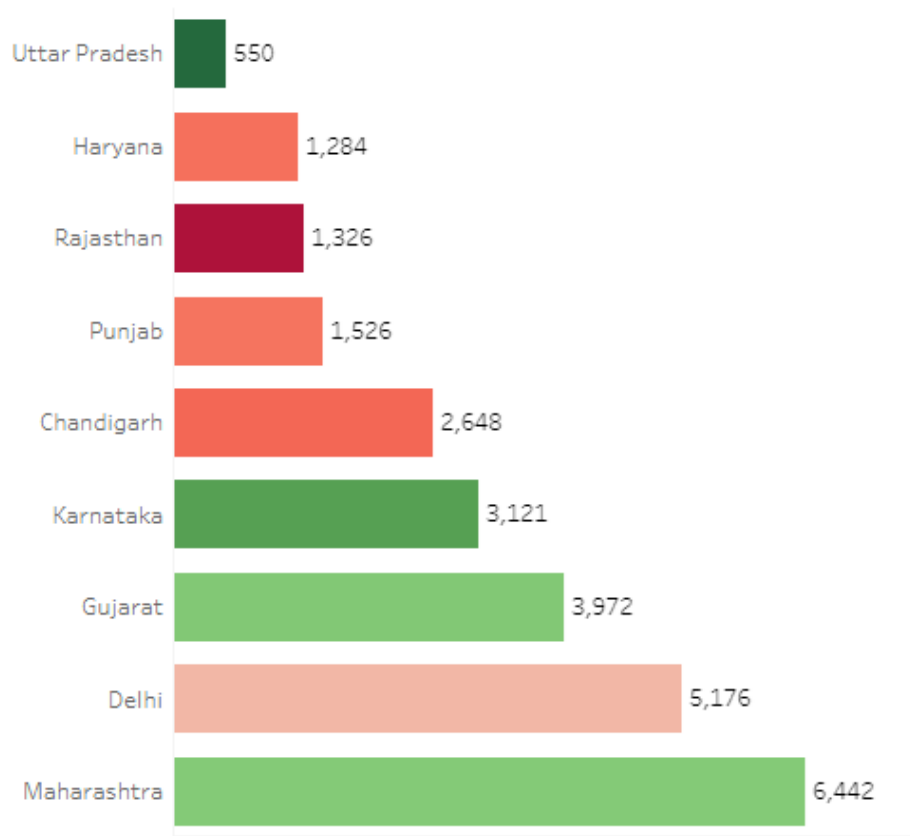


Analytics – Browser, State, Category

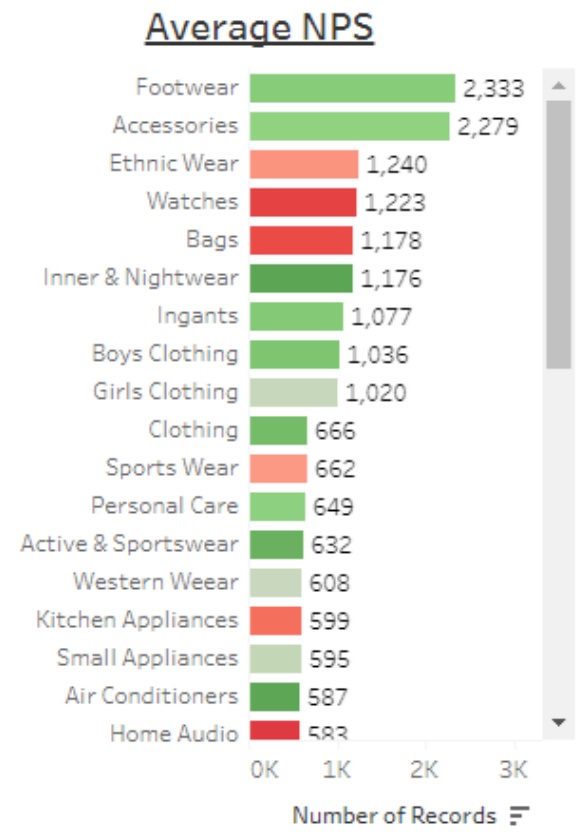
Browser Count | Split by NPS Score



State Rating Count | Split by Avg NPS Ratings



Category Wise Response | Split by



Analytics – Text analytics to understand irate level



TOPIC NAME	TYPE	SENTIMENT	MENTIONS	% BURST
Time Factor	Category	Very negative	89	56%
Overall Experience	Category	Very negative	36	41%
Deals & Discount	Category	Very negative	35	42%
Luggage	Category	Very negative	35	54%
Airport Staff + Cabin Crew	Category	Very negative	34	73%
Checkin	Category	Very negative	23	65%
Food	Category	Very negative	23	43%
Singapore Airlines	Topic	Very negative	21	38%

Can we add value?

Connect to:

Kumar Amrendra
Associate Director- Govt. Sales
ODCEM Technologies Pvt. Ltd.
+91-9911229711
kumar.Amrendra@onedirect.in