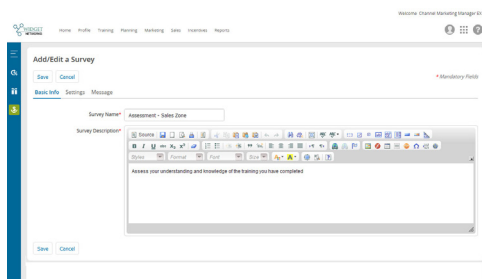# Partner Survey Management

ZINFI UCM's new Surveys module enables a systematic and automated process to manage surveys for market compliance, process compliance and risk assessment related to partners, prospects, products and services. The Surveys module fosters accountability by streamlining the flow of information and records, and documenting opinions and perceptions at appropriate stages.

Automating Surveys

UCM's Surveys module automates creation, delivery and collection of responses. Leverage UCM to create or upload survey questionnaires and scorecards, design a comprehensive survey plan, detailing the frequency of the survey and reminders, and distribute the survey to respondents directly from UCM. Build sophisticated automated custom surveys with features like integrated logic, branching, multilingual support and much more.

It's the perfect automated amalgamation of two products—each fulfills the other's needs. The UCM platform and the Surveys module are fully integrated. The Survey module allows you to combine all the information you have about your customers, partners and products into the same system. Utilize UCM Emails to send out surveys to your customer base and UCM Survey to add the information you receive to your customer database. UCM survey let you set rules through UCM's FlexiFlow that defines actions based on survey results. For example, you can set a product survey, and based on the result you can determine rewards and commissions for that product.
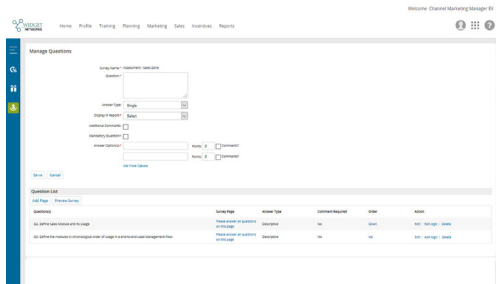

Key Features Include:

✔ Trigger Actions

✔ Automate your Audience

✔ Instantiate Feedback

✔ Schedule the survey

Deeper Insights

ZINFI's reporting features built on the EDISON analytical engine aggregate survey data and enable enterprise-scale exploration and evaluation of survey findings. UCM's adaptive SaaS architecture simplifies the management of surveys for highly complex organizational structures across multiple business units and locations.

Surveys gather qualitative and quantitative data that generate insights on how to retain existing clients, anticipate the needs of customers and brand prospects and minimize negative feedback. Using EDISON gain enterprise-wide visibility into the survey management process through graphical dashboards and flexible reporting capabilities. Generate reports to track survey metrics, along with scorecards and compliance dashboards. Drill down to view survey-related statistics and data by a variety of parameters.

Key Features Includes:

✔ Create Lead and Customer Personas

✔ Integrated Survey Results

✔ Improved Retention

AMERICAS
sales.noram@zinfitech.com
6200 Stoneridge Mall Road, Suite 300
Pleasanton, CA 94588
United States of America

EUROPE, MIDDLE EAST AND AFRICA
sales.emea@zinfitech.com
Davidson House
Forbury Square, Reading
RG1 3EU, United Kingdom

ASIA PACIFIC
sales.apj@zinfitech.com
3 Temasek Avenue
#21-00 Centennial Tower
Singapore 039190

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