

# Capture the Voice of the Customer



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Customer View

- ✓ Good Credit Score
- ✓ High Value
- ✓ Active Customer Status

## Better support customers in their financial journeys with a true 360-degree view.

Understanding consumers and where they are in their financial journeys has become more important than ever for financial institutions. Furthermore, knowing how your team supports consumers and identifying key gaps serves as an important aspect of the customer experience.

With the TrueIntent survey module from Total Expert, gain a holistic 360-degree view of the consumer by gathering zero-party data to understand their motivations in their unique financial journey. Intuitive survey experiences drive

engagement from your contacts to capture deeper insights. Use this intel in the Total Experience Platform to leverage intelligent automation to better engage your customers throughout their financial journeys.

## HOW IT WORKS

- Design a survey experience with your branding.
- Map fields to the Total Experience Platform.
- Leverage captured data to engage consumers.

## WHY TRUEINTENT FROM TOTAL EXPERT



Accelerate consumer engagement with a true 360-degree view.



Gain insight into consumers and their financial journeys.



Drive engagement from a single platform.



Personalize and target communications with zero-party data.



Capture information essential to building lifelong customer relationships.