Customer Service Metrics 2 for Magic

DevTech Services, LLC

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Welcome to the 2005 Feedback Test, Test Client!!

This is Question 1. Please tell us how we did.
- ○ Not very well at all
- ○ Passing
- ○ Good
- ○ Very good, indeed

If you answered "Not very well at all" or "Passing" to Question 1 above, tell us how we could have done better. Or else.

Ok, now on to Techniician MAGIC. How did you like this person?
- ☐ Not very likeable at all
- ☐ Somewhat likeable
- ☐ Somewhat helpful, not ogrish at all
- ☐ Angelic, too much singing
- ☐ Angelic, appropriate singing

CSM 2 Features

- Requests can be held until all Work Orders are completed for an Incident
- Works with Internet Explore 5.5 and above and Netscape 6 and higher
- Requests for feedback are generated from Incidents or Work Orders
- Fully customizable elements using standard HTML tags
- Questions can be multiple choice, single choice, or free text
- Full control over required responses (minimum and maximum for each question)
- Ability to create logical rules to require answers based on responses (when a user gives a particular response to one question, CSM can require that they answer a follow up question; with a different response, the follow up question will not require an answer)

Description

The CSM for Magic application provides an easy to use interface for configuring requests for customer feedback and presenting them to clients. This application requires minimum setup. Modifications to the Magic database can be used, but are not necessary. The application can be configured to use existing Magic views and fields, as well as custom user-defined schema changes to store customer feedback. Information from the original incident can be displayed in the email notifications, and all text areas can be formatted using standard HTML 3.0

Feedback is collected from the client through a series of steps.
1. A Magic administrator defines one or more feedback templates consisting of questions to present to the client, aspects of Incident records that will be monitored for feedback, and other characteristics.
2. The client calls in to log an Incident that is recorded in Magic.
3. The Incident is resolved and the support staff closes it.
4. CSM for Magic evaluates the Incident for the appropriate conditions to request feedback from the client. Conditions include:
   a. Is the Group, Support Staff, Company, Department, or Client on this Incident associated with a feedback template?
   b. Has enough time passed since this Client, Department, or Company last received a request for feedback?
   c. Have enough Incidents been closed since this Client, Department, or Company last received a request for feedback?
5. If the conditions are appropriate for requesting feedback, the application sends an email to the Client. The email contains a link to a website where the feedback request is completed.
6. The client visits the webpage and answers a number of questions related to the incident from which the request was generated.
7. The client submits the feedback form and CSM records the results in Magic.
8. CSM evaluates the feedback provided by the client and if the results do not meet a defined level of satisfaction, a support staff member is alerted.

Since all requests for feedback are generated at the moment an Incident is closed, the notification and the webpage that represents the actual request can include information taken directly from the Incident. Each text field, including the individual line items on the webpage can display data from any field in the Magic Incident module.

Data collected by CSM can be stored in existing database fields and modules, or into new modules and fields added using Magic's Database Administration application. For instance, it is possible to save the client's feedback to the same Incident record that generated the request. The response to each question can be stored all in a single field, or in individual fields.

Figure 1 – Configuration Tool showing request templates
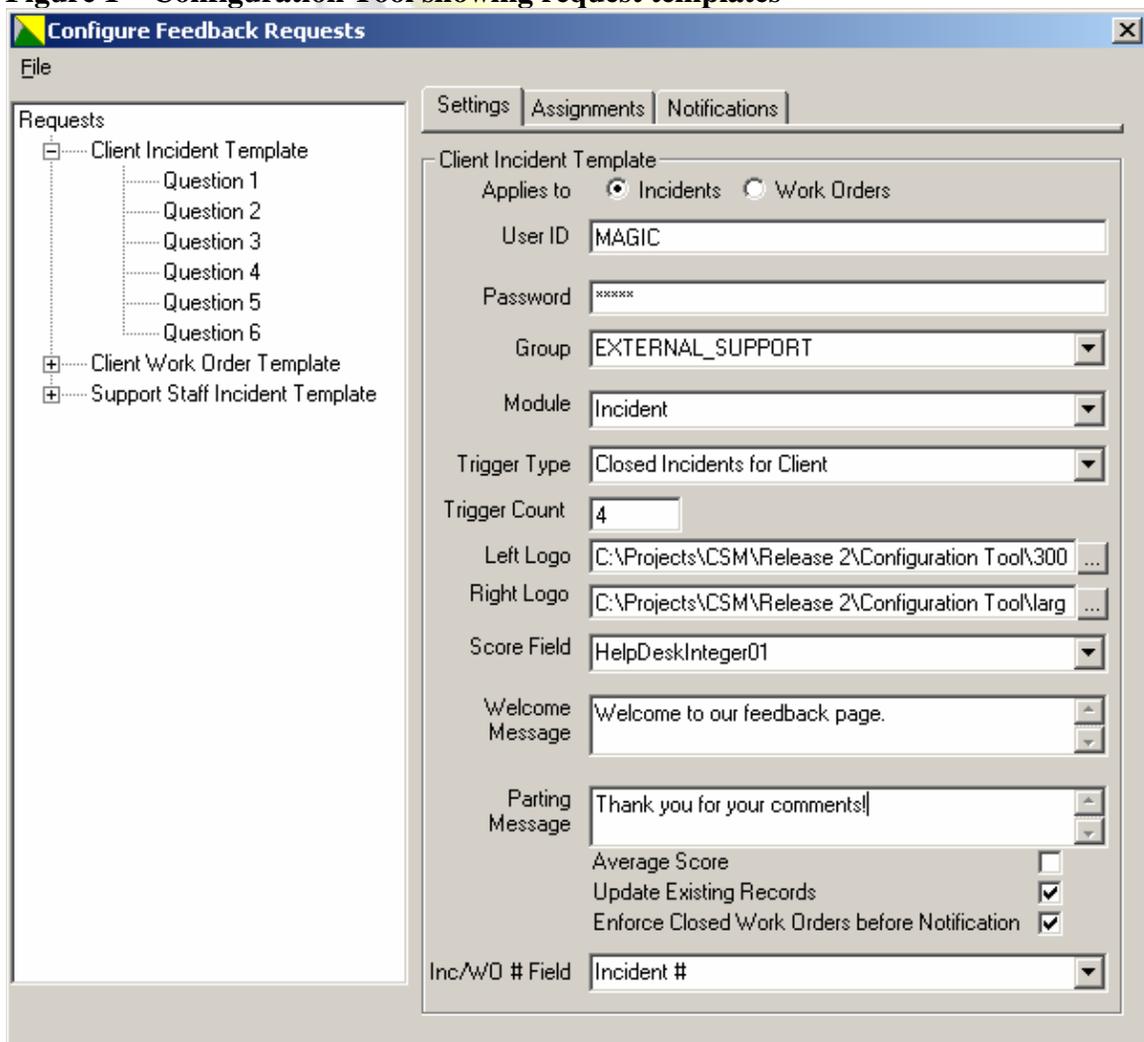
Figure 2 – Including data in messages and questions for the clients is as easy as point-and-click
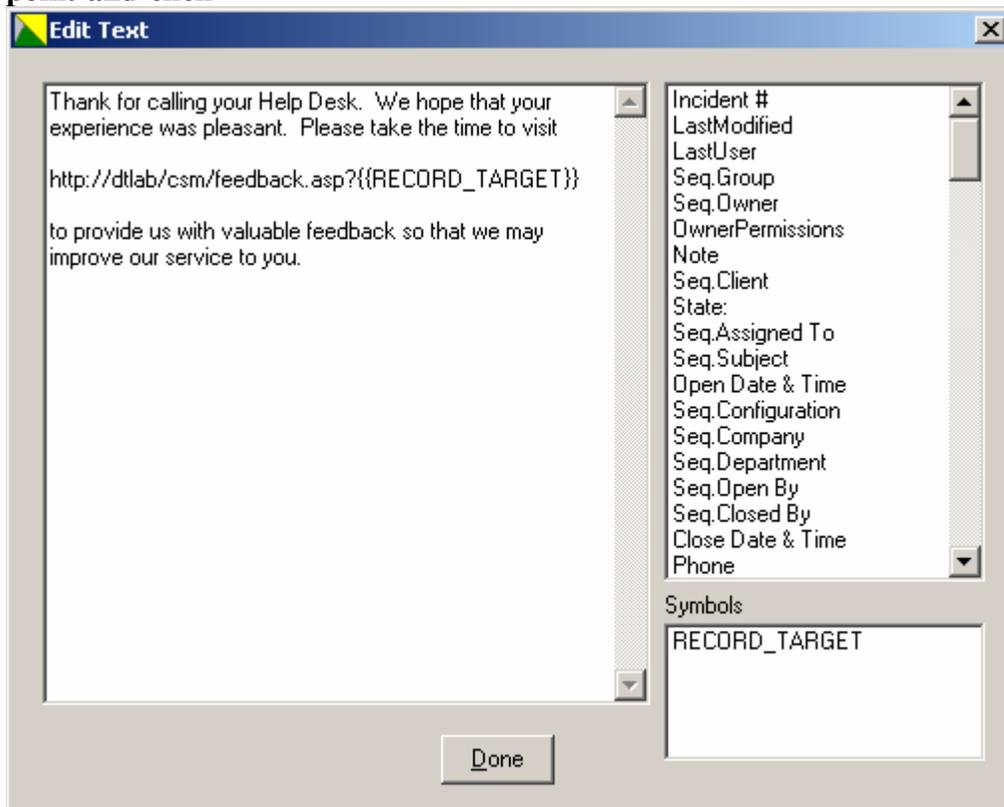
For more information or to request a limited-use demo version, please contact DevTech Services, LLC at

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