



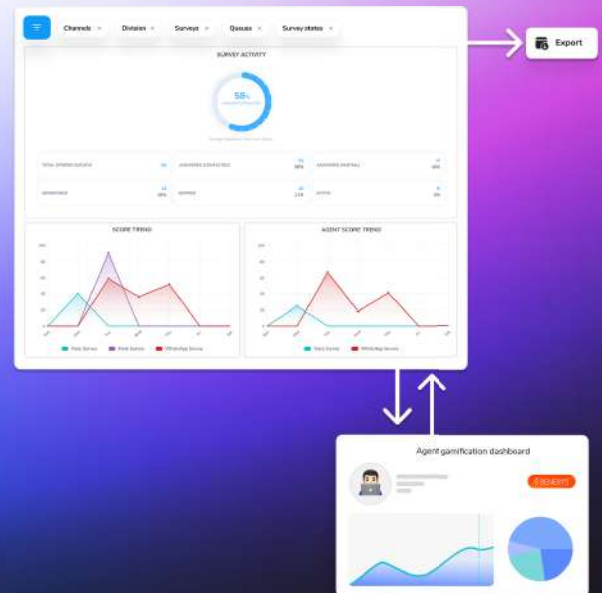
 GENESYS™ | AppFoundry
ELITE PARTNER

Your End-to-End VoC Solution for Genesys Cloud

feebak by Fantacode is the all-in-one Voice of the Customer solution for Genesys Cloud. It captures real-time feedback across every touchpoint, from contact center interactions to websites, branches, social channels, and in-store, and keeps your data safe with industry-standard security and compliance. With an intuitive survey builder, AI-driven sentiment analysis, and closed-loop feedback workflows, feebak turns insights into action and helps you drive measurable improvements in customer experience.

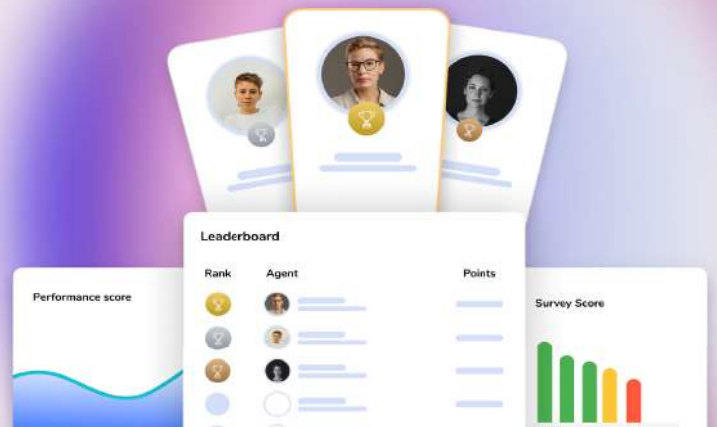
Intuitive Dashboards & Detailed Reports

- Responsive dashboards for wallboard screens, iPads, and supervisor consoles make performance tracking seamless across devices
- Unified survey reports with filters for Channels, Divisions, Surveys, Queues, and Survey States
- 10 different out of the box dashboards that allow you to drill down into negative or at-risk interactions directly from the dashboard charts.
- Export data via APIs or downloadable reports for maximum flexibility in advanced analytics.
- All survey responses link directly to their Genesys Cloud interactions and recordings.



Gamification Dashboards Integration

- See real customer satisfaction scores alongside agent activity metrics—giving agents a complete picture of how their efforts translate into customer experience.
- Push Agent and Survey Scores into Genesys Gamification Dashboards to create real-time leaderboards and performance metrics
- Set score updates in real-time or daily summaries, and foster friendly competition that keeps agents engaged and focused on CX



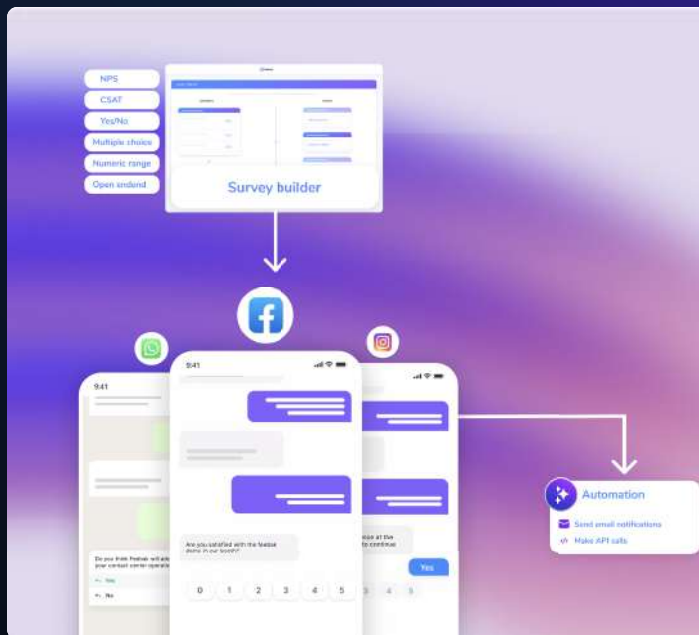
Build Once Deploy Across, User Friendly Survey Designer

- Business users can easily build and modify surveys without developer support, adapting quickly to evolving goals and customer insights.
- Design a single survey and deploy it across channels while aggregating results in one unified report.
- Choose from prebuilt question types such as NPS, CSAT, Yes/No, NumericRange, Multiple Choice, and open-ended feedback, and mark questions as optional to suit your needs.
- Configure branching logic or conditional jumps based on answers or interaction data, such as customer segment.



Dynamic Survey Assignment based on Business Rules

- Assign surveys automatically based on business rules and real world context, like Queue Priority, Customer profile, to ensure relevance and improve response rates
- Cross-channel survey delivery lets you send surveys via WhatsApp, SMS, Email, Voice, or any supported channel, regardless of the original touchpoint.
- Configurable survey reminders to automatically resend surveys if no replies for initial survey request.
- Custom API delivery for in-app surveys, Telegram, or any other channel without native support in Genesys Cloud or Feebak.

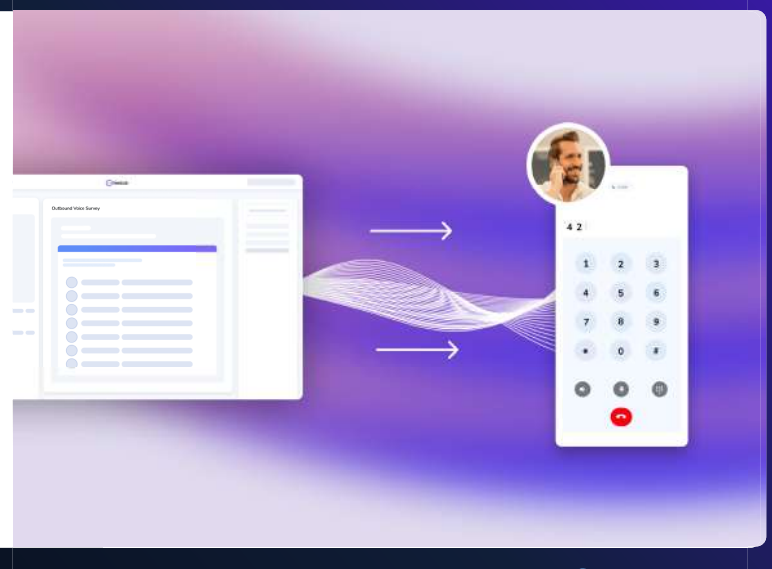


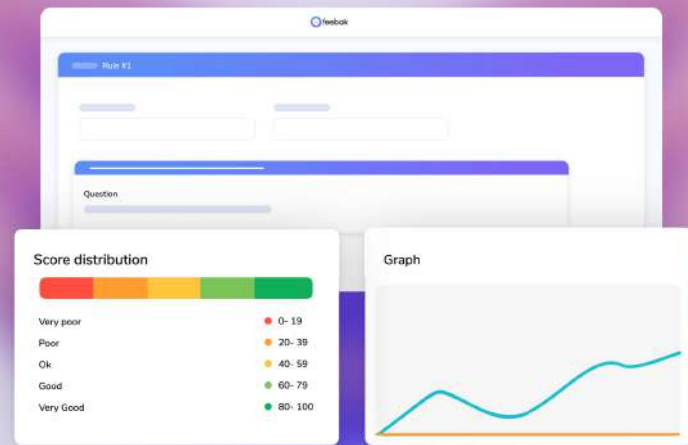
Conversational Bot (Chatbot Mode) Surveys

- Surveys feel like a natural continuation of the conversation, right in the chat window, making them easier to respond to.
- Leverage rich messaging elements like quick replies to create engaging, interactive experiences.
- Create surveys that feel like a natural extension of the conversation, seamlessly blending into the chat flow.
- Personalize survey prompts with customer context or referencing agent name and case information.

Outbound Voice Surveys

- Run customized outreach campaigns to collect user preferences, feedback, or interests.
- Build targeted, customized surveys for your contact list in Genesys directly from Feebak without relying on architect or complex logic.
- Feebak helps you craft beautiful surveys with our drag-and-drop editor, then publish them easily-no developer effort required.



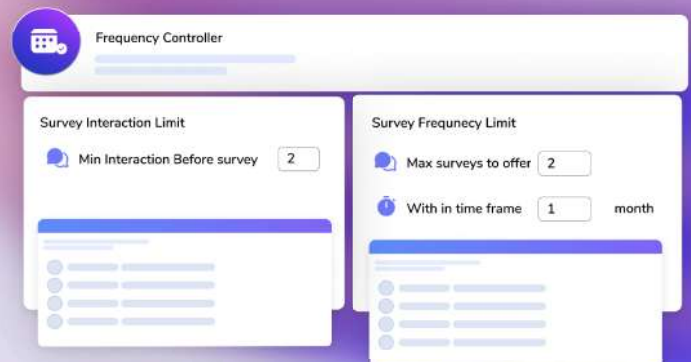


Custom Scoring Results

- Visualize customer sentiment using custom scoring, aligned with your KPIs, in Feebak dashboards—with color-coded insights for better interpretation.
- Assign bespoke scores at both the survey and question level for truly granular performance tracking.
- Apply distinct colour palettes to each score range for immediate visual clarity in your dashboards.
- Leverage custom scoring to segment data, spotlight trends, and power advanced cross-channel reporting.

Survey Frequency Management

- Ensure you collect insights at the right intervals without overwhelming customers.
- Regulate offerings with interaction-based limits to prevent over-surveying.
- Define time-based caps (per day, week, month) to balance feedback volume.
- Apply rules globally or target specific channels and queues for tailored control.



AI-Driven Sentiment Analysis

- Understand customer tone and emotion automatically, helping teams prioritize and respond with empathy.
- Instantly classify open-ended feedback as positive, neutral, or negative.
- Highlight emerging trends and pain points with automated text analytics.
- Surface priority issues in real time so you can act before they escalate.
- Visualize sentiment trends on intuitive dashboards and drill down into specific feedback for deeper context.

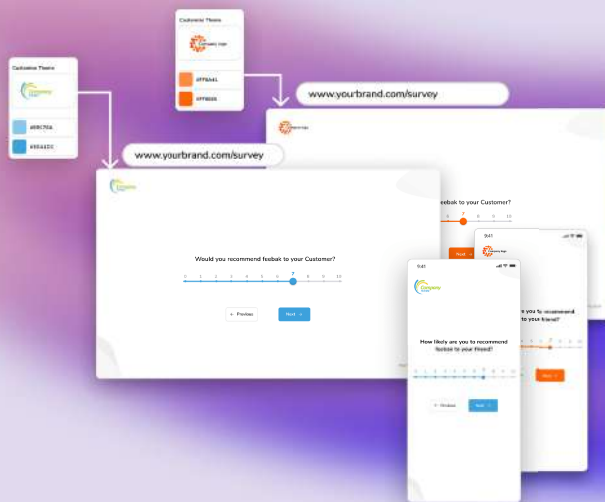
Feedback Beyond the Contact Center

- Standalone Shareable Surveys let you collect anonymous or personalized feedback through simple web links or QR codes, perfect for post-purchase outreach, email invites, retail store receipts, or website embeds
- Kiosk Surveys capture on-site impressions with self-re-setting touch-screen units placed in retail stores, event booths, or office lobbies.
- Embedded Surveys integrate seamlessly into your mobile apps, websites, or digital displays so customers can share feedback wherever they interact.



Branded & Customizable Surveys

- Tailor surveys with your brand's identity-logos, colours, and themes, to create trust and familiarity.
- Branded Surveys use your domain and sender ID, with custom URLs and previews to increase open and completion rates
- Custom Digital Surveys support logos, color themes, and dynamic questions, adapted by customer segment or response.



Genesys Cloud DNA Embedded

Developed natively for Genesys Cloud, feebak embeds seamlessly into your existing interface—single sign-on, user/queue/prompt synchronization, real-time chat notifications, outbound campaign integrations, Gamification Dashboards, and more, so you reap all the benefits of the best-in-class cloud contact center platform and deliver exceptional CX with the #1 best-selling VoC solution.



Genesys Cloud.

Data Trust, Guaranteed.

Independently audited, ISO 27001:2022 certified, and GDPR Compliant.



Interested to know more?

Please contact us at sales@feebak.com to schedule a demo.

FANTACODE



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support.feebak.com



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