

AXM Framework

Assessment, Survey and User eXperience Management Solution

Overview

This framework enables organisations to create questions, attach these to dynamic layouts and roll these out either as Q&A, Feedback or survey forms. Weightage can be assigned to questions/layouts too enabling organisations to obtain weighted survey scores and take the appropriate next steps. Trends of these scores can be tracked and monitored to improve customer journeys and User experience.

Business Need

Data in the form of Q&A, feedback and surveys to be collected by organisations need them to be either developed specifically or they have to depend on other survey sites to create questionnaire and obtain feedback. Different surveys are also triggered at different points in time. This results in outcomes being disjointed, cumbersome to track progress making it difficult to consolidate results, root causes and to carry out remedial actions. Our AXM framework enables organisations configure Q&As, feedback, surveys and collate reviews. It provides significant ROI to surveys through relevant actions and drives overall compliance by supporting the wider agenda of organisations and service specifications.

Features



Define Questions

Create questions with various options for capturing answers (Textbox, dropdown etc)



Define Layout & Assessment

Define if the layout is for Q&A, for obtaining feedback or rolling out surveys.



Weightages

Assign weightage to appropriate answers



Assign Groups & Roll-out

Roll these layouts to specific groups or trigger them based on events (End of process, forms completion)



Configure Remedial / Next Best Actions

Configure the actions to be carried out based on the survey outcome

Areas of Usage



Use the 'Q&A Format' of this framework to create different sections for data capture. This can be used where different sets of data has to be captured for different scenarios



Use the 'Survey Format' of this framework to trigger surveys or feedback. This can be used at the end of scenarios, processes or micro journeys to improve User Experience



Trigger next actions or tasks to departments based on the outcome of a survey / Q&A

Impact to Customer

- Customer can create, attach and roll-out questionnaire within minutes rather than to depend on survey sites
- Automatic weightages associated to each questionnaire helps determine survey outcomes immediately and alert organisations to take corrective actions
- Organisations can trigger these assessments at various points of the user journey to obtain weightages that can help them improve overall customer experience
- Organisations can provide end-users a seamless(everything on Appian) user experience rather than having to either redirect them to other survey sites or spend additional effort towards integrating survey outcomes