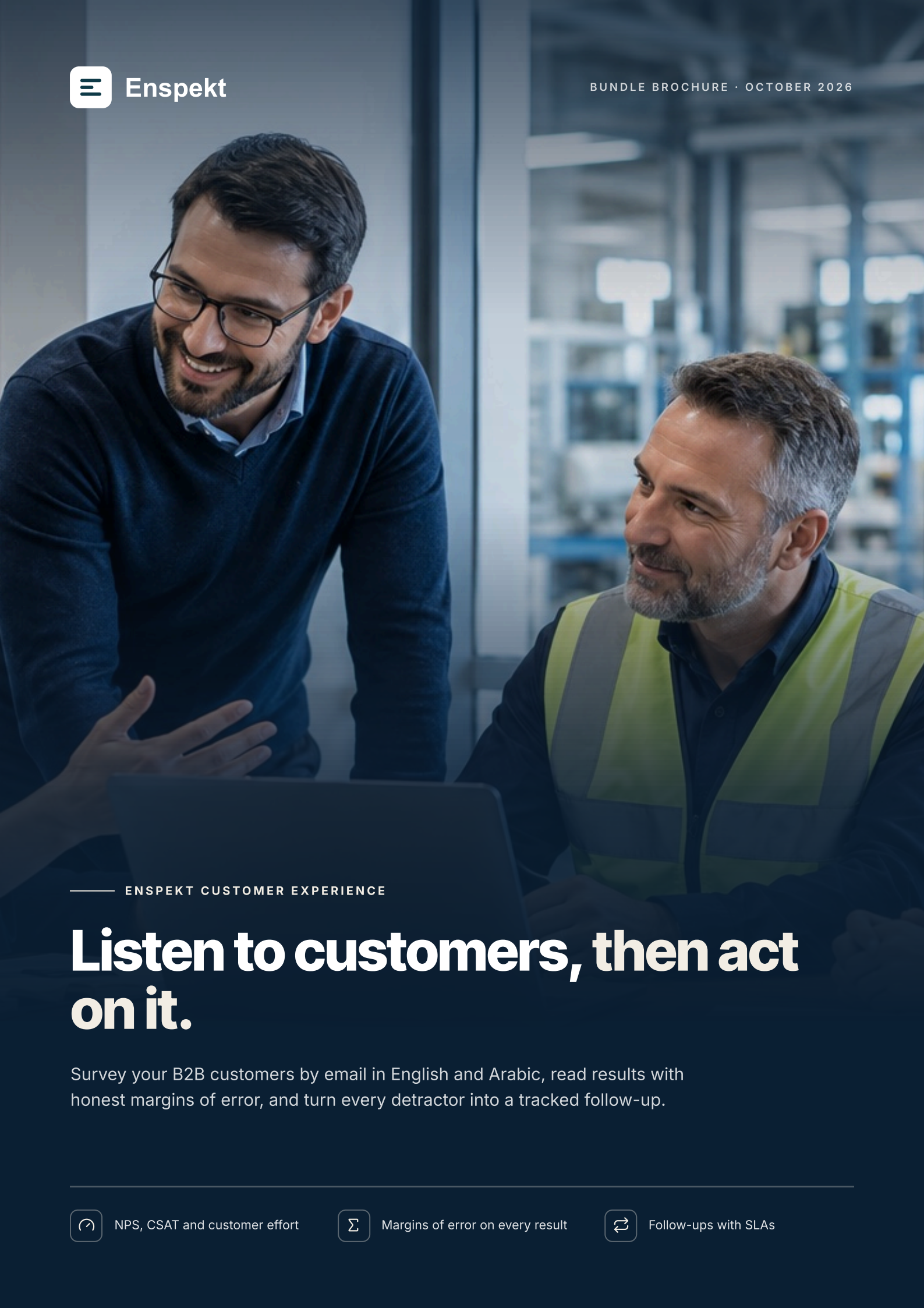




— ENSPEKT CUSTOMER EXPERIENCE

Listen to customers, then act on it.

Survey your B2B customers by email in English and Arabic, read results with honest margins of error, and turn every detractor into a tracked follow-up.



NPS, CSAT and customer effort



Margins of error on every result



Follow-ups with SLAs

Feedback that leads to a fix, not a dashboard.

Survey tools collect scores and stop there. Enspekt keeps surveys next to your complaints, CAPAs and customer records, so a poor score opens real work with a deadline.



Every detractor answered

Follow-ups due within 48 hours for detractors and 120 for passives, escalated when overdue.



Numbers you can defend

NPS margins of error, Wilson intervals and a low-base warning below 30 responses.



Respectful contact

Rules against survey fatigue, do-not-survey, opt-out and marketing suppression.

What's included

Surveys: one module, everything below



Survey types

NPS, CSAT, customer effort and custom surveys from templates.



English and Arabic

Right-to-left support; every enabled language is required to publish.



Locked core library

Nine core questions whose wording cannot be edited, for comparable results.



Account-level NPS

Decision makers weighted, with response coverage per account.



Significant trends

Weekly NPS and CSAT, flagging only statistically significant change.



Branded invites

Your logo and colours, reminders on days 3 and 7, a local send window.



Confidential mode

Identities hidden, with breakdowns only for groups of five or more.

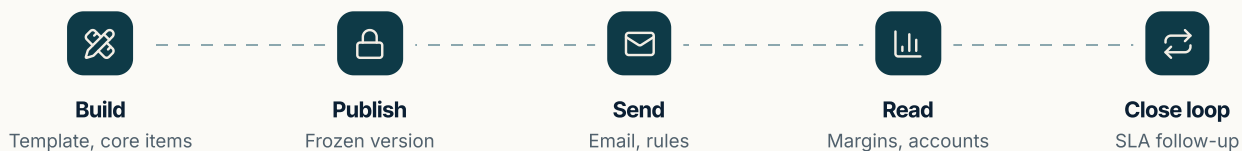


Safe export

CSV and Excel export, protected against formula injection and logged.



Build, send, read and close the loop.



Close-the-loop rules

A rule can open a complaint, CAPA, NCR or task, or pause the account.



Detractor alerts

In-app alerts for detractors and overdue follow-ups.



Response quality flags

Speeders, straight-lining, honeypot answers and duplicate IPs are flagged.



Frozen versions

Each published version is frozen, so results always match the questions asked.



Privacy controls

Data access and erasure on request, and anonymised identities after two years by default.



Scheduled sends

Send now or schedule, through email or a personal survey link.

BUILT FOR

Survey builder

Follow-up handler

Account manager

Quality manager

Works with the rest of Enspekt.

Feedback lands where the work to fix it happens.



QUALITY AND COMPLIANCE

Rules open complaints, CAPAs and NCRs from survey results, when those modules are on.



SALES

Survey feedback appears on the customer record, and account managers send in their own name.



MARKETING

Marketing suppressions and bounces are respected, so nobody is surveyed against their wishes.

ON EVERY ENSPEKT WORKSPACE

 Offline-first field app

 Reports & analytics

 Complete audit trail

 Role & module permissions

 Multi-factor sign-in

 English & Arabic

See Customer Experience in your workflow.

Book a demonstration built around your own processes, or create a workspace and switch the Customer Experience bundle on.

 enspekt.com

 enspekt.com/register

 sales@enspekt.com

 support@enspekt.com



ENSPEKT.COM