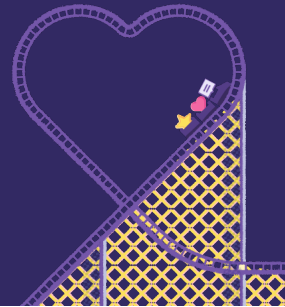# Real-time actionable insights for your contact center

Mindful Feedback helps businesses collect and act on real-time feedback from customers across all channels, improving customer relationships, agent happiness, and better customer experiences. **And with our native integration with Twilio Flex, Mindful Feedback gives a live heartbeat to customer and agent interactions.**

Key Benefits

1 Drive customer satisfaction with Mindful Feedback and Twilio Flex.

Twilio Flex is one of the world's leading contact center software platforms. Mindful Feedback seamlessly integrates with Twilio Flex to deliver highly flexible and customized surveys and collect actionable customer insights in real-time. You'll drive more satisfied customers, happier agents, and an exceptional customer experience in no time.

2 Meet your customer—whereverthey are.

With Twilio Flex, your customers contact you through a range of channels like your website, IVR, email, chat, and even social media. Mindful Feedback helps you choose the most appropriate way to ask for feedback after conversations on these channels.

3 Close the loop before it escalates.

Let's face it: Negative experiences happen. With Mindful Feedback + Twilio Flex, hear from detractors and reach out ASAP, preventing a frustration from snowballing into catastrophe.

4 Feedback designed for your fast-paced contact center.

Contact center operators lose insight when CX surveys get jumbled into metrics like NPS, CSAT, or CES metrics. With Mindful Feedback + Twilio Flex, surveys are tied to a specific agent and experience and reported in real time, identifying clear opportunities that can be acted on instantly.

Check us out on Twilio Showcase.

Key Features

React to customer feedback in real time with Mindful Feedback + Amazon Connect.

Collect feedback across all your channels.

Mindful Feedback automatically collects customer feedback after conversations over Twilio Flex channels like voice, SMS, Whatsapp, email, chat, self-service IVR, and more.

Word flagging and sentiment analysis

Mindful Feedback includes a keyword library to monitor flagged terms and uses machine learning gather raw call data and analyze positive or negative sentiment.

Personalized surveys powered by Twilio Flex call data

Mindful Feedback uses Twilio Flex conversation attributes like *Agent, Queue, Wrap up, Product, Customer Type, Customer Value, Call Duration* (and many, many more) to automatically personalize surveys to the customer and tailored to their specific customer service interaction.

Instant feedback alerts to your organization

Survey responses are automatically reviewed, and notifications can be immediately sent to Twilio Flex users and across your organization via Slack, Teams, and email for ease of access and action.

Real-time survey results

See real-time survey results from within Twilio Flex using the Mindful Feedback embedded dashboard.

Role-based dashboards

Agents, supervisors, and managers get their own dashboard view tailored to their role, allowing them to see individual and aggregated survey results, as appropriate, and monitor their performance and teams.

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> **"After implementing Mindful Feedback, we were able to measure in real time the quality of service in our operation as well as that of each employee, allowing for quick corrective actions and recognition of the good service provided by our agents."**
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> *- Gerlane Pedroso, Planning Coordinator at Multilaser*

Ready to create amazing customer experiences?

Learn more and contact a team member [here](#).