



# Improving Business Outcomes with CXone Feedback Management

**Empower your team to increase customer satisfaction and retention**

## UNLOCK INSIGHTS TO DELIVER BOTTOM-LINE IMPACT

With comprehensive voice of the customer (VOC) insights across the entire customer journey, your team can proactively prevent churn, retain more high-value customers, and increase customer lifetime value.



### Increase efficiency, reduce costs

Take a proactive approach to decreasing costly repeat calls, escalations, and channel switching.



### Reduce agent and customer churn

When agents feel empowered to help customers, they're more likely to stay—and customers are too.



### Drive CSAT and brand loyalty

Gain real-time insights into CX to reduce customer effort and improve satisfaction.



### Listen holistically

Connect the dots and measure omnichannel journeys for a deeper understanding of each customer's experience.



### Unleash the power of analytics

Use advanced analytics to identify at-risk customers and prescribe appropriate actions to prevent churn.



### Optimize the CX journey

Understand how to make every touchpoint contextual, personal, and intentional to keep your customers happy.

## DELIVER BETTER CX WITH RELEVANT, ACTIONABLE FEEDBACK

Customer retention starts with delivering optimal experiences that make customers feel heard and valued. That means responding in a contextual, personalized, agile way when they have questions or issues – resulting in satisfied customers and higher retention rates.

*“Contact centers with VOC programs enjoy 95% greater growth in their annual revenue.”*

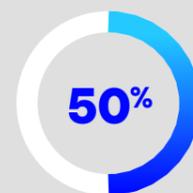
-Aberdeen Strategy & Research

### What success looks like

A leading consumer credit company's VOC program enables them to see the customer experience across the entire journey and to identify, prioritize, and act on pain points—from the contact center, and beyond.

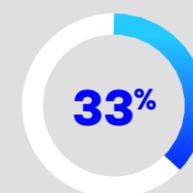
With NICE, associates are now able to see the big picture, as well as feedback details like customer comments, sentiment, and reasons for contact. This helps them know what actions to take—increasing their own satisfaction.

Associate engagement and actions have contributed to:



**50%**

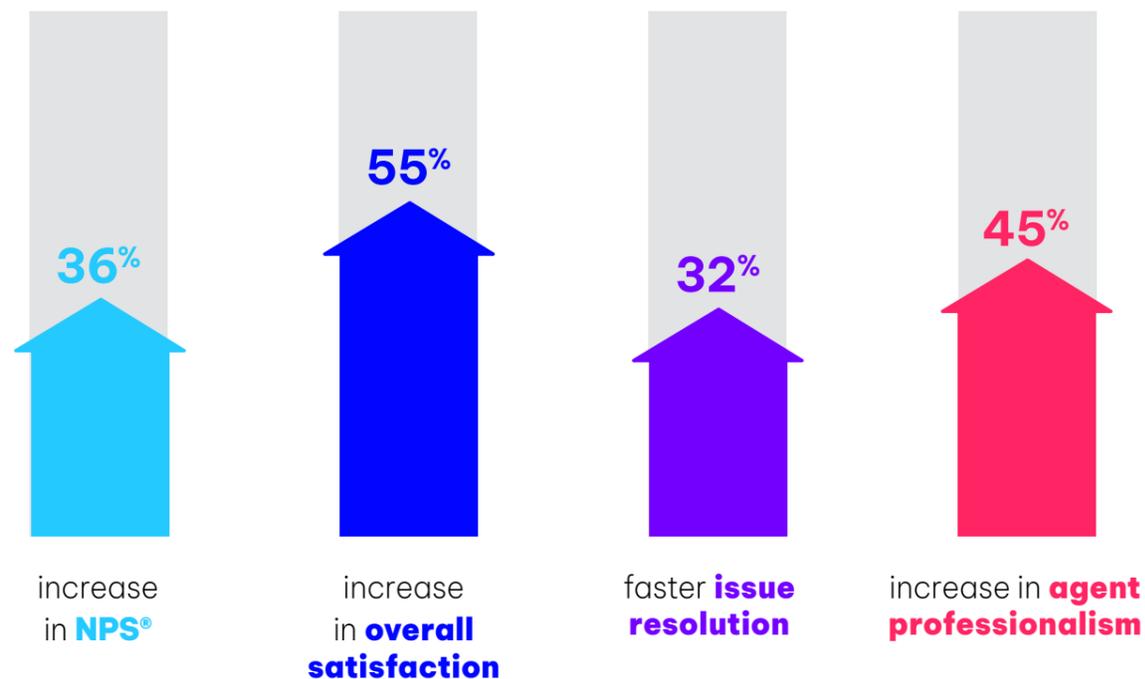
**Cost savings**



**33%**

**Reduction in contact center complaints**

## ROI OF CXONE FEEDBACK MANAGEMENT



CXone Feedback Management helped an HR services company move beyond just knowing that customers weren't satisfied, to knowing *why*—as they describe it, “putting them in the center of the story.”

Now they have companywide visibility into what's driving CSAT scores, so they can celebrate the CX wins together—and work together on issues that are preventing them from achieving their service goals.

Results have been impressive: 36% increase in NPS®, 55% increase in overall satisfaction, 32% of clients seeing faster issue resolution, and 45% reporting an increase in agent professionalism.



## KEY FEATURES AND BENEFITS

### OMNICHANNEL FEEDBACK

Gain deeper, holistic CX insights for better customer and agent experiences by gathering feedback in any and all channels customers use every day.

### ADVANCED ANALYTICS

Extract analytics at the journey level, interaction level, and behavioral level for real-time, informed decision making.

### EMBEDDED CALL RECORDINGS

Listen to your customer's call to the contact center while reviewing their post-interaction survey response to accelerate follow up, enhance coaching, and reduce operational costs.

### 360° VIEW ACROSS TOUCHPOINTS

Gain a unified view of what customers feel, think, say, and do throughout the customer journey.

### SIDE-BY-SIDE QUALITY AND FEEDBACK KPIS

Align agent training with CSAT improvement efforts with side-by-side KPIs for each individual interaction.

### INTERACTIVE, EASY-TO-USE DASHBOARDS

Get a clear view of categorized action items to prioritize customer outreach and close the loop with recovery opportunities.



## About NICE

With NICE, it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

<https://www.nice.com/products/cx-analytics/feedback-management>

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