

# Transforming the Digital Journey with Feedback Management

Deliver smart, frictionless digital experiences

## OPTIMIZE AND EVOLVE THE DIGITAL CUSTOMER JOURNEY

Customers increasingly expect, and prefer, self-directed omnichannel journeys that put them in charge of their own experiences. By adopting a holistic, informed, action-oriented approach to customer feedback, you can influence and impact those journeys to deliver memorable digital experiences that drive customer loyalty.

CXone Feedback Management supports these efforts by helping you:



### Connect journey touchpoints

Unify feedback across moments in the customer journey to gain deeper insights and uncover opportunities to improve CX.



### Eliminate blind spots

Use advanced analytics and journey-based insights to discover CX blind spots.



### Uncover opportunities to improve service

Use rich, multi-level views to reveal which improvements will matter most—from enterprise wide to individual customer journeys.

## CUSTOMER JOURNEY BASED DESIGN

CXone Feedback Management unifies disparate data with a customer journey based program framework and services.

Our Experience Consulting experts can advise you on best practices for using our validated survey questions, journey-based analytics, role-based dashboards, and role-based closed-loop action workflows to deliver exceptional customer journeys, accelerate your time to value, and maximize ROI.

### What success looks like

*“CXone Feedback Management has been a huge win for us—being able to really figure out and track not just that people weren’t satisfied, but why, and being able to look at it in a meaningful way.”*

*“We’re not just getting a bunch of data, we’re using that data to build a better organization.”*

Janie Dellinger  
Global Quality Supervisor  
HireRight

# UNDERSTAND AND ACT ON DIVERSE CUSTOMER EXPERIENCES

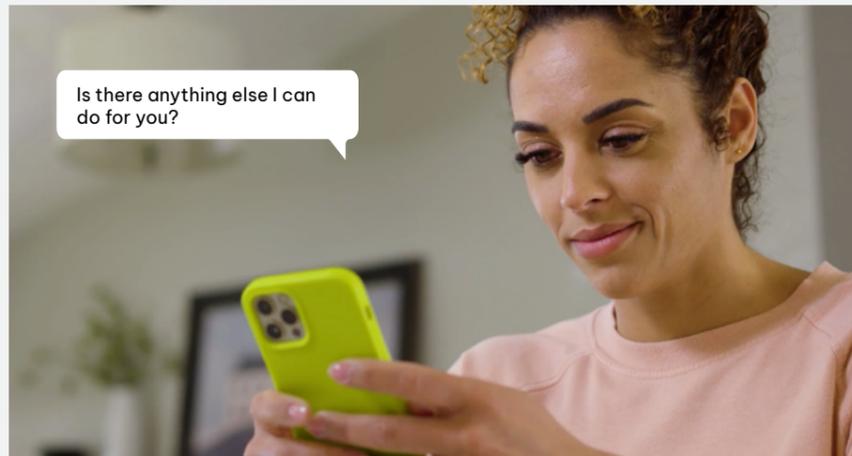
To be effective, your digital transformation effort must deliver intertwined, non-linear customer journeys across channels, including various digital touchpoints. It also needs to leverage insights into customer experiences, preferences, and expectations to create self-enabled, informed, and personalized digital experiences.

This is where the right omnichannel feedback approach can help you build customer loyalty, increase retention, and realize business value.

CXone Feedback Management collects digital feedback via any channel, including:

- Email
- Live chat
- Chat bot
- SMS
- Messaging
- Website intercept
- Mobile app intercept

...and more.



Feedback Management										
Analytics Filter / CX Lifecycle 360										
Customer Journey										
	Research	Quote	Purchase	Claims	Get Help	Renew				
NPS Survey	Research SAT 18,729	7.2 Quote SAT 18,717	9.0 Purchase SAT 18,717	6.9 Claims SAT 18,717	5.8 Get Help SAT 18,717	6.3 Renew SAT 18,718				
Contact Center	Customer Satisfaction 435	9.0 Customer Satisfaction 384	8.0 Customer Satisfaction 425	7.0 Customer Satisfaction 10,342	3.8 Customer Effort Score 471	5.8 Customer Effort Score 242				
Digital Feedback	Customer Satisfaction 319	5.0 Customer Satisfaction 1,803	9.5 Customer Satisfaction 312	4.7 Customer Satisfaction 506	5.0 Customer Effort Score 433	5.0 Customer Effort Score 290				
Interaction Analytics	Interaction Sentiment 690	8.8 Interaction Sentiment 1,615	7.5 Interaction Sentiment 1,987	7.9 Interaction Sentiment 3,230	4.9 Interaction Sentiment 2,891	5.2 Interaction Sentiment 286				
Journey Analytics	Journey Excellence Score (JES) 3,148	5.2 Journey Excellence Score (JES) 1,202	8.8 Journey Excellence Score (JES) 1,469	6.0 Journey Excellence Score (JES) 2,175	5.0 Journey Excellence Score (JES) 1,774	3.7 Journey Excellence Score (JES) 732				
Operational KPIs	Avg Daily Web Visits (Index) 48	5.1 Online Quote % 79	8.4 Quote-to-Purchase % 37	5.2 Social Media Sentiment 42	3.4 Digital Containment 46	4.4 Digital Renewal % (Index) 16				

## KEY FEATURES AND BENEFITS

### INTERPRETIVE AND PREDICTIVE INSIGHTS

Gain actionable insights in real time with omnichannel analytics at the journey level, interaction level, and behavioral level.

### CUSTOMER JOURNEY MAPS AND VISUALIZATIONS

Drill down and conduct easy searches to identify which interaction methods customers have used, their intent, and the quality of their journeys.

### IDENTITY MAPPING

Understand pain points and moments of truth by connecting interactions across voice, digital, and operational feedback data.



## 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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