

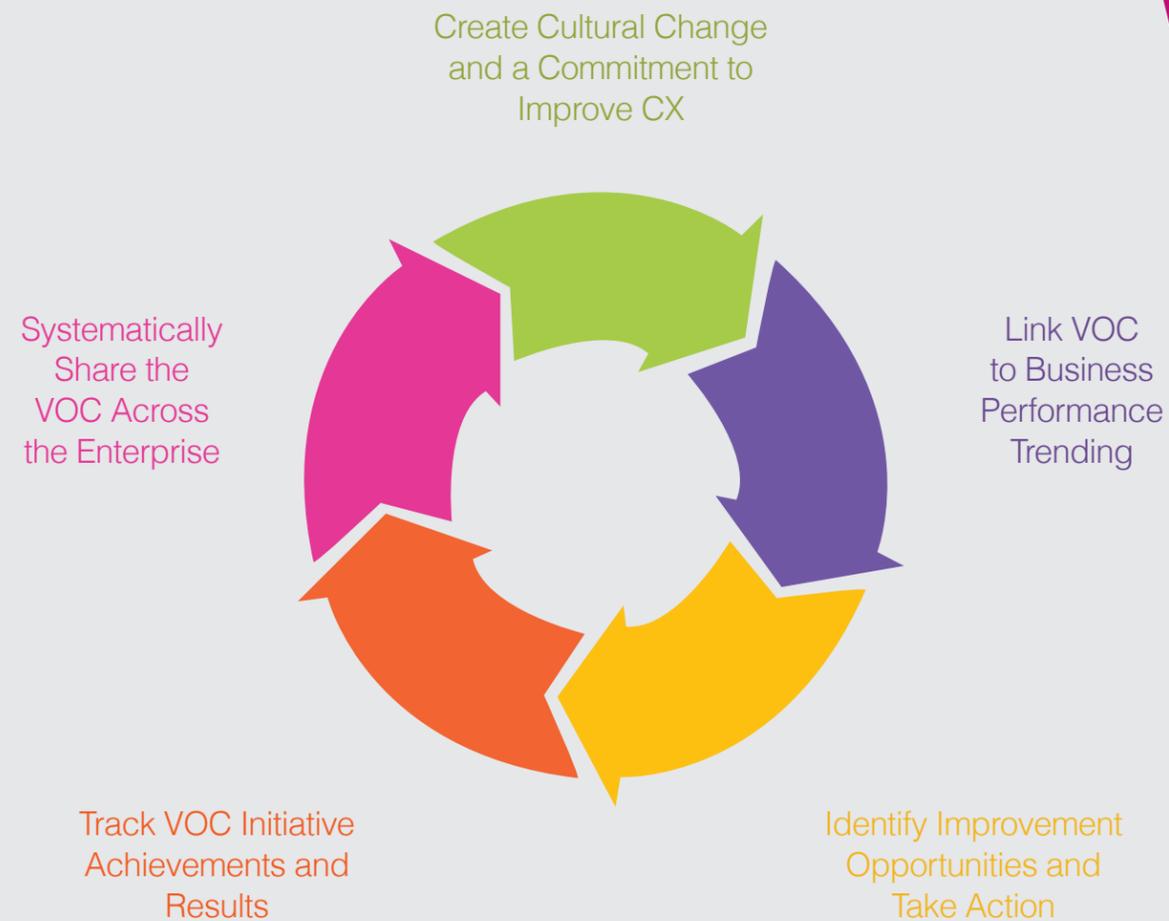
Focus on the Process

About NICE

NICE (Nasdaq: NICE) is the worldwide leading provider of both cloud and on-premise enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions.

No matter how informative your customer feedback is and how motivated your personnel are, positive change is only effective when you get the processes right.

At the operational level, NICE VOC leverages the Voice of the Customer to identify process inefficiencies and weaknesses that heavily impact customer experience. In order to transform these insights into action, the best approach is to assign a governance team to take the lead.



The Governance Team: Managers and Motivators

The governance team guides your senior level managers through the corporate cultural changes you want to see. They provide the vision and motivation to influence customer-facing staff, driving them to achieve customer satisfaction milestones without losing sight of your top business objectives.

While the overall VOC vision is important, it takes the governance team's practical management directives to get from inspiration to implementation:

- Defining the program structure
- Setting the frequency, duration and agenda of VOC meetings
- Setting VOC targets, including priority business metrics (churn reduction, loyalty improvement, ROI, etc.)
- Evaluating processes in light of NICE VOC analytics
- Determining the best process changes
- Defining timelines for implementation

Your VOC governance team makes the process of change both feasible and efficient.

Stakeholders: Two-Way Communication

Senior level managers and team leaders are the channel through which the VOC program is implemented at the customer-facing level. With direction from the governance team, they deliver and manage the practical actions that achieve your corporate goals.

At the same time, team leaders are the voice for agents on the front line. They are an important part of the team that plan the deployment of VOC changes on the front line and they provide insight into how VOC-driven changes are accepted and implemented, bringing personal feedback from the field to governance level decision makers.

Bringing It All Together

Together, your governing team and senior management close the loop by refining and tracking the impact of your VOC program:

- Share the results of implemented changes across the enterprise
- Provide employees regular updates on VOC developments
- Demonstrate how agent achievements are driving the business forward
- Get feedback on improved customer experience

With NICE VOC, your processes are responsive and measurable, driving efficiency and letting you know when to stay the course and when to implement changes.