



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.

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How Your Customers Are Coaching Your Employees

As part of a successful closed-loop Voice of the Customer program, detailed feedback is invaluable in coaching employees to improve, or better tailor, their customer service. NICE VOC provides both the tools and a series of easy steps to create VOC-driven change in your corporate culture.



The Role of Coaching

The ADKAR® model of change management illustrates how employee coaching can help refocus your enterprise on the customer at the operational level.

Awareness

NICE VOC's measurement of customer satisfaction allows you to set benchmarks for performance. By establishing VOC objectives at the touchpoint level and communicating them to your staff, you drive awareness of the change in focus. VOC results become part of everyday professional life.

Desire

By communicating objectives, focusing on VOC during coaching, and gamifying results, you generate motivation among your employees. With that desire to take part in the process, they will enthusiastically focus on customer experience with every interaction.

Knowledge

NICE VOC's sensitive and detailed analytics reveal the root causes of customer experience, from the structural level to an individual employee. With this pinpoint understanding, coaching provides employees with a fuller appreciation of their customer feedback, as well as the practical tools to address areas they need to improve.

Ability

With their newfound understanding, knowledge and motivation, employees are quickly able to incorporate the coaching they've received into their daily interactions with customers. This employee engagement can even give you the confidence to allow them maximum flexibility in serving your customers.

Reinforcement

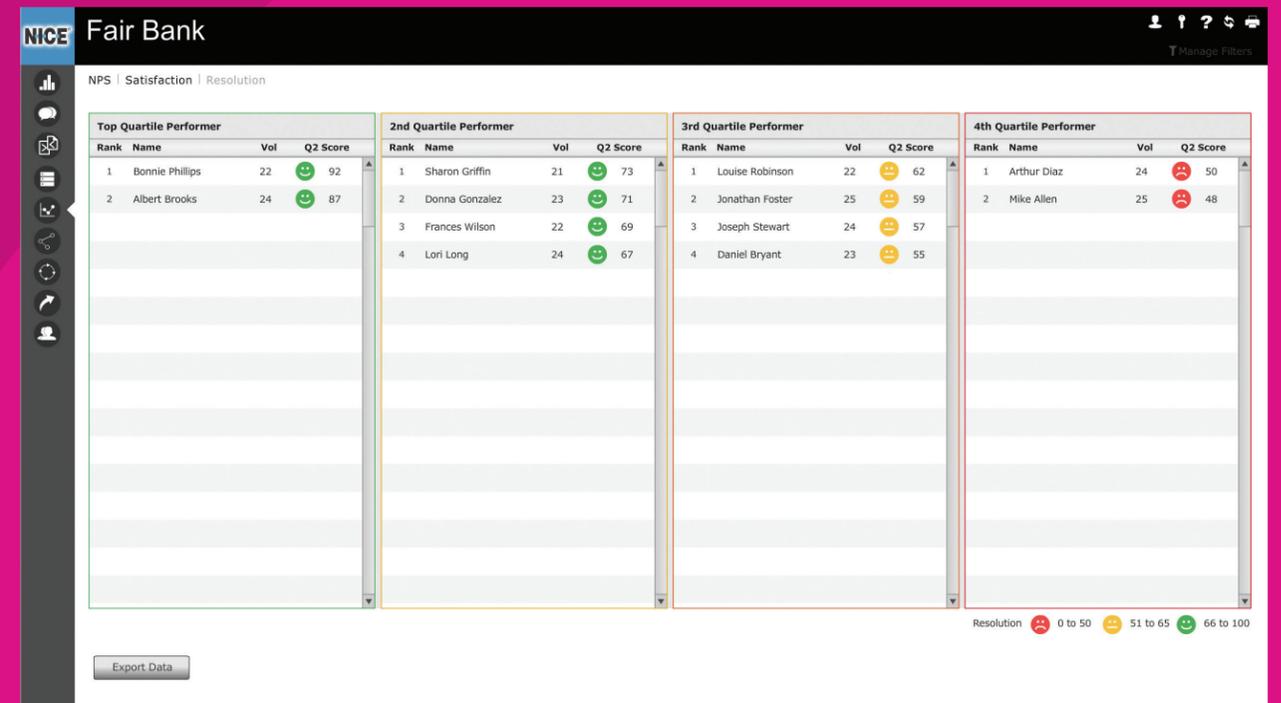
To make sure the cultural changes you've implemented have long-term effect, they need to be reinforced. One of the best ways to do so is to recognize and reward employees for superior customer service. In addition, your enterprise can periodically host VOC training sessions that bring the latest ideas in the industry to your managerial staff.

Using the Right Tools: the Dashboard

The NICE VOC dashboard gives your employees a current, accurate and clear picture of how they are directly impacting customer experience – as told by the customers themselves.

With real-time updating, NICE VOC enables team leaders to coach employees using instant, on-the-spot feedback. The dashboard's archiving and filtering functionality give managers the bird's-eye view and comparative scoring needed for regular coaching conversations.

Team leaders can also see how their team ranks against others in the enterprise, while a dashboard league table identifies four levels of performance (quartiles) within each team.



Coaching Is Collaborating

Based on the detailed customer intelligence provided by NICE VOC and its dashboard, your team leaders can plan their coaching priorities, frequency and format based on individual employee or team needs:

- One-on-one discussions
- Shadowing
- Top performers mentoring
- Skill building
- Recorded call listening

The best coaching, though, is actually collaborating. By reviewing the NICE VOC data together with their team leaders, your employees become engaged in the process in which they play a key role. To make sure employees stay engaged,

the coach should ask a series of open-ended questions (“What do you think are your areas for improvement?,” “What do you want to achieve?,” etc.), guiding employees to make the necessary self-assessments.

Individual coaching should include discussing each employee’s professional objectives as they see them, making sure they are SMART (Specific, Measurable, Attainable,

Relevant and Time-bound). Then, with the goals set, your team leaders and employees can partner to develop a plan to achieve them.

Finally, by asking what support or resources the team can provide to help the plan succeed, the coach and employee become true collaborators.

Making It Happen

Follow-up, reinforcement and recognition track your employees’ progress in reaching agreed-upon action items, while also motivating them to reach (or exceed) their objectives.

The best follow-up process includes:

- Checking employee progress
- Identifying strong performances
- Recognizing noteworthy improvements
- Sharing concrete examples from NICE VOC surveys
- Team performance reviews
- Leadership accountability