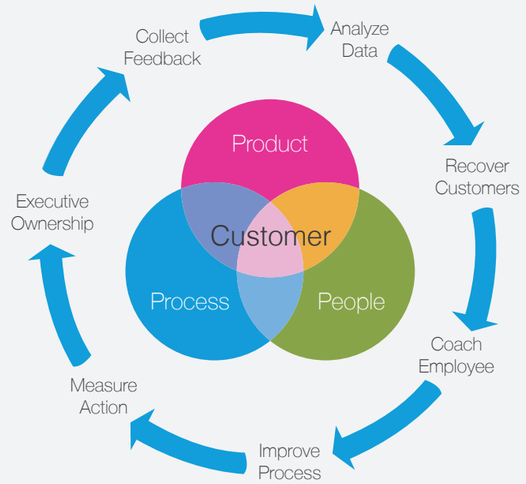
Listen to Your Customers, Close the Loop

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.

www.nice.com

Some companies have the mistaken conviction that collecting feedback alone will positively impact their customers and their business performance. It can do so but not without smart Voice of the Customer analysis and focused action across the enterprise. A key to success with any Voice of the Customer program is the will to implement it throughout your whole organization. No less necessary, however, is having the proper mechanisms in place to do so. For the greatest positive effect, you need a consistent, measurable and responsive closed-loop process to leverage your customer feedback.



It Starts at the Top

First and foremost, your corporate executives and managers, at all hierarchical levels, need to be engaged. When they visibly and consistently show support for your VOC program, it sends the message to all the employees that customer experience has become an organizational priority.

Learn to Ask the Right Questions

Collecting feedback from your customers must be done with care and it must be done effectively, in order to get the insights you need.

- What kind of customer surveys do you want? Transactional (after an interaction) or relationship (at specific times during the customer lifecycle)?
- How do you want to poll your customers? SMS, email-to-web, SMS-to-web, IVR, web pop-up, or another polling channel? You may need to consider probable response rates, customer databases, budget constraints and similar factors.
- What will the survey look like? You can decide on the number of questions, the survey structure, the question wording, how the survey is personalized, and more.
- When will you poll customers? For transactional surveys, for example, NICE recommends polling as close as possible to an interaction, in order to optimize response rates and accuracy.
- To whom will you send the surveys? For example, use deduplication rules to avoid survey fatigue, only polling customers who haven't recently received a survey.

Being asked for feedback is an important part of creating a good customer experience as well. Make sure your customers are being asked the right questions, in just the right way, so you get the most valuable and actionable VOC intelligence.

Customer Driven Action

When you have the support of corporate leadership, the correct survey questions and accurate feedback, your VOC program can be an engine for excellence.

Actionable Analytics

To yield actionable findings, survey data needs to be analyzed. Combining the latest of NICE's VOC technology and insightful analytics, your VOC program will be both automated for speed and finely tuned for deep dives into the data. Precise and actionable information, shared in real-time, can reach those team members who will use it best. The intuitive NICE VOC dashboard brings all the analysis together (text analytics, root cause analysis), so you can find and fix broken processes, suppress customer pain points, and see the effect of your marketing mix.

Customer Recovery

With NICE VOC, at-risk or dissatisfied customers can be easily identified and immediately contacted.

Alerts are routed to the customer service representative most suitable to start the individual recovery process, giving that agent key information to help change the customer's perception or to find a solution to their unresolved problem.

Agent Coaching

NICE VOC alerts can also be triggered by low agent-related scores, in which survey responses might indicate a particular agent is not knowledgeable or friendly, for example. This feedback is critical to identifying agent strengths and weaknesses, and targeting coaching accordingly. It is also an important tool to uncover and share best practices with all your employees

How do You Know You're Maximizing ROI?

To close the loop, your VOC program needs to include the tools to measure its impact. When you know how implemented actions affect your customers (satisfaction, advocacy, individual and global revenues, churn, etc.) and business performance (operational KPIs, employee engagement, etc.), you also know when to make changes and when to stay the course.

For the most impressive return on investment from your VOC program, you need both a team ready to make changes and a trustworthy feedback loop that can guide them.

The Other Loop: Let Your Customers Know

Tell your customers about changes you implemented based on their survey responses. Knowing someone's really listening to them promotes customer engagement and loyalty, which leads, in turn, to ever more useful feedback.