Accelerating Closed-Loop Action with CXone Feedback Management
Transform CX with actionable feedback

CONNECT THE DOTS TO CLOSE THE LOOP

Turn churn risks into loyal customers by responding to omnichannel feedback and taking action when and where it matters most. Closing the loop ensures that customers feel heard and valued. It builds goodwill, and improves your brand reputation.

- **Initiate action automatically**
  Be alerted when customer ratings, words, actions, and trends exceed thresholds—aligning best actions with roles, priorities, and escalations to meet SLAs.

- **Accelerate service recovery**
  Reduce churn by using automated triggers to prompt supervisors to follow up with at-risk customers for service recovery.

- **Identify opportunities for gains**
  Evaluate which systemic improvements would best help increase customer satisfaction and loyalty.

- **Understand and reduce churn risk**
  Use insights across channels to measure, predict, and prevent customer attrition.

- **Improve products and services**
  Learn what customers really want. Build features and solutions that drive market success.

- **Increase employee engagement**
  Empower agents by letting them see the bigger picture—give them access to customer feedback and the ability to provide their own perspective.

A HOLISTIC VOC SOLUTION

To lead CX transformation, it’s imperative to find out what’s impacting customer experiences.

Listening to the customer isn’t enough. To increase the power of customer service in your enterprise, you must take action on that feedback with a closed-loop feedback system.

With a holistic view of customer experiences that includes all forms of feedback, you can reach out and proactively close the loop with customers when and where it matters most—at scale.

What success looks like

NICE helped an insurance company build a world-class Voice of the Customer program, including a proactive, closed-loop process to prevent churn by analyzing and acting on feedback for potential risk.

In the first year, they retained 63% of at-risk customers—resulting in $11M+ saved revenue.
Actions speak louder than words. With comprehensive feedback from direct, indirect, and operational feedback, you gain greater insights and inspire greater actionability—which can impact every customer touchpoint. That’s the closed-loop feedback difference.

- Reduce churn and increase upsell opportunities
- Gain a deeper understanding of root causes of customer loyalty and attrition
- Demonstrate your commitment to listening to customers and employees
- Convert Passives into Promoters
- Engage Promoters in referral and other marketing opportunities
- Use VOC data-driven insights to drive tactical and strategic decisions