

NICE Spark Voice of The Customer

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

“NICE VOC has provided us the technology to be able to measure the customer experience in real-time and enable us to take action on it”

Tuck Mun Chow, Head of Customer Experience Performance Management at Celcom

NICE Spark Voice of The Customer

Customer-centric businesses are more profitable, innovate more rapidly and outperform their competitors. However, becoming a customer-driven organization is easier said than done. Knowing where to get started can be overwhelming. That’s where NICE Spark VOC comes in.

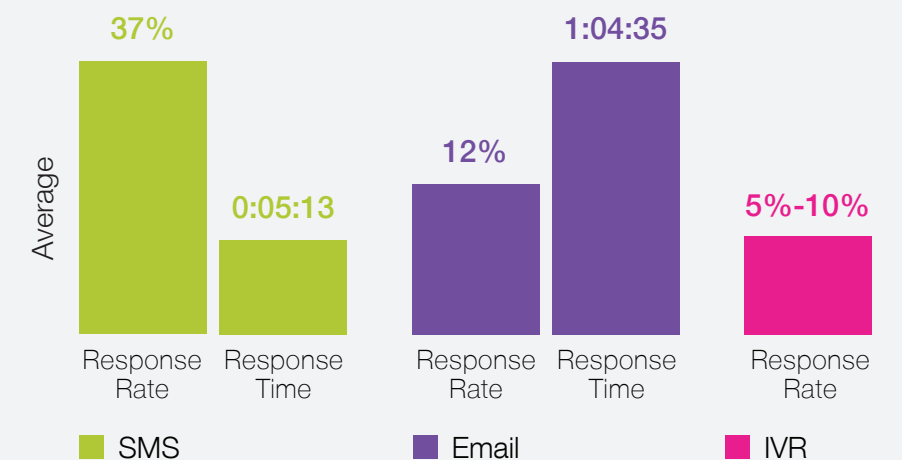
NICE Spark VOC is the easiest way to start listening to your customer today. In no time, you’ll be able to get customer feedback by multiple channels—including text messages, which have the highest response rates. You will then be able to make sense of what your customers are saying and share those insights with your organization, so you can do more of what your customers love and less of what they dislike.



More Responses. More Insights

The more responses you get from customers, the better picture you’ll have of what is going on. Therefore, you want to make it easier to respond. That’s where SMS comes in, and NICE is the pioneer in using text messages to get customer feedback. Not only do you get more responses from text surveys, but customers respond more quickly. In fact, customer response times can be measured in seconds rather than hours or days, as with email response.

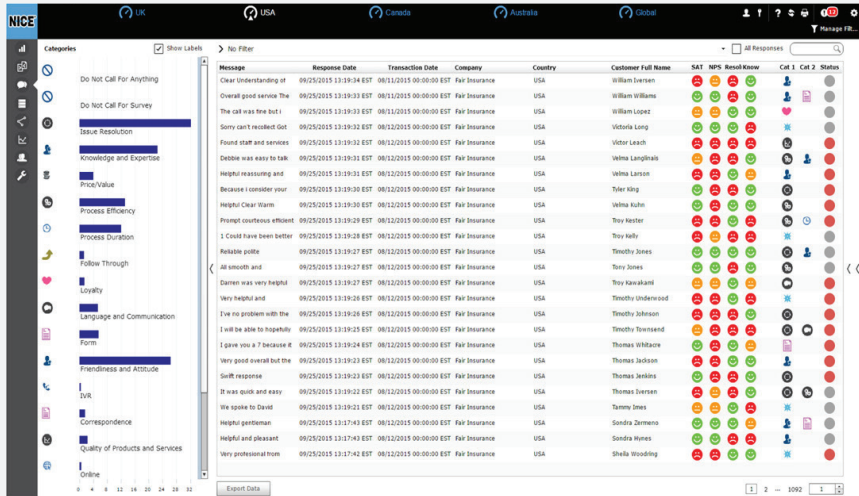
Response Rates and Times Per Channel





Real Insights. In Real Time.

Once you've captured the data, you need to make sense of it. With NICE Spark VOC, you have an analytics powerhouse to do that for you. We'll apply Natural Language Processing to what customers say, to transform the raw data into something you can use: insights and alerts. Plus, you see everything in real time.



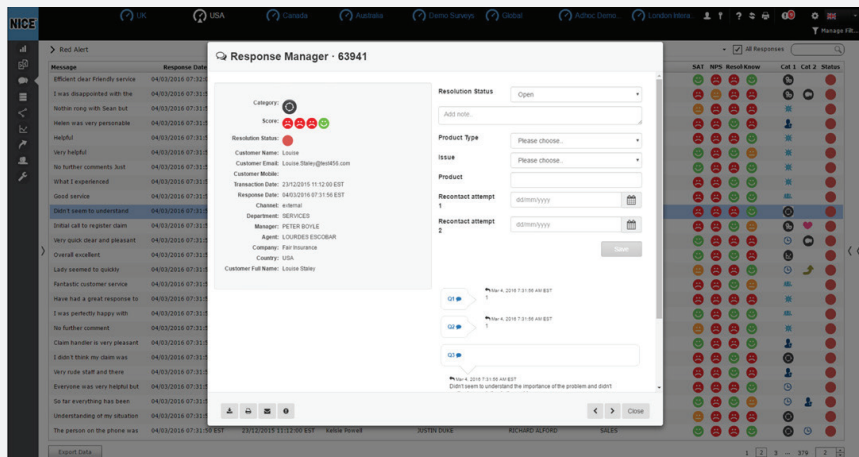
The NICE Spark VOC Natural Language Processing (NLP) engine provides a set of categories for each customer comment.



Action Made Easy

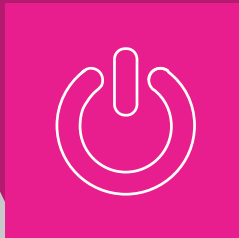
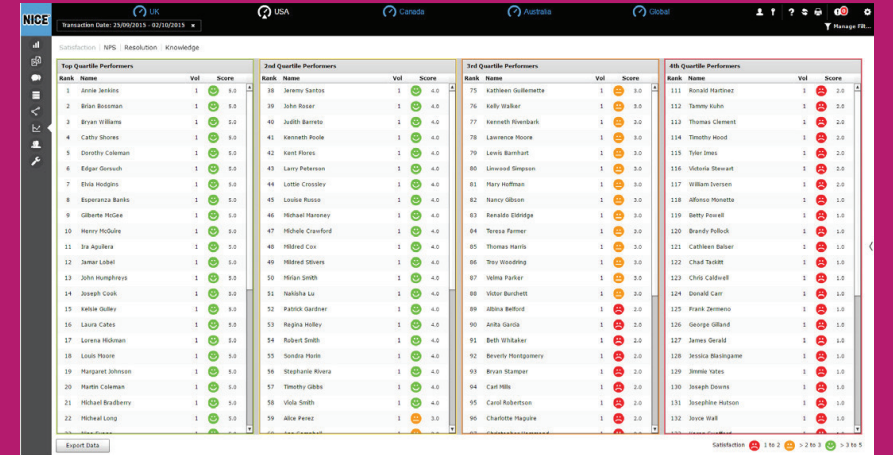
With real-time data and alerts, you can intervene when customers have problems. That way you are doing more than just listening to your customer, you are improving their experience. This leads to higher customer satisfaction and loyalty.

In addition to alerts, we can show you how each employee is performing. Therefore, you can coach those who are struggling and recognize those who are creating the type of customer experience you aim for.



By allowing customers to express themselves in natural language, NICE Spark VOC gathers not only their level of satisfaction, but what drives it. This allows companies to prioritize which weak areas to fix for maximum impact. As the data is gathered, analyzed and distributed in real-time, any negative customer experience can be rapidly remedied.

The best employees naturally give great service, regularly delighting customers. To ensure all employees reach this level, NICE Spark VOC enables clients to gather large volumes of employee-level feedback and use this to drive KPIs and, in many cases, variable compensation. Employees also feel a strong sense of ownership, especially when they have access to what customers said about them.



Quick Start With Spark

We know you want to spend your time creating a great customer experience, not wasting it on complicated technology. Therefore, we made Spark VOC easy to use, easy to deploy and easy to manage.

Then we layered on easy contract terms. Start with Spark VOC to ignite your customer experience program, so you can lower customer effort, and increase customer satisfaction and employee performance.

NICE Spark VOC Summary

- Quick to deploy with flexible terms
- SMS and Email surveys to get industry-leading response rates
- NLP delivers actionable insights
- Real-time alerts and dashboards
- Employee-level feedback for up to 1,500 agents