

# NICE Total 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](http://www.nice.com)

# NICE Total Voice of the Customer

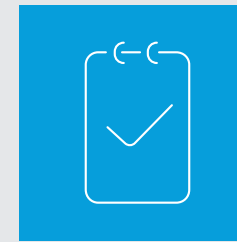
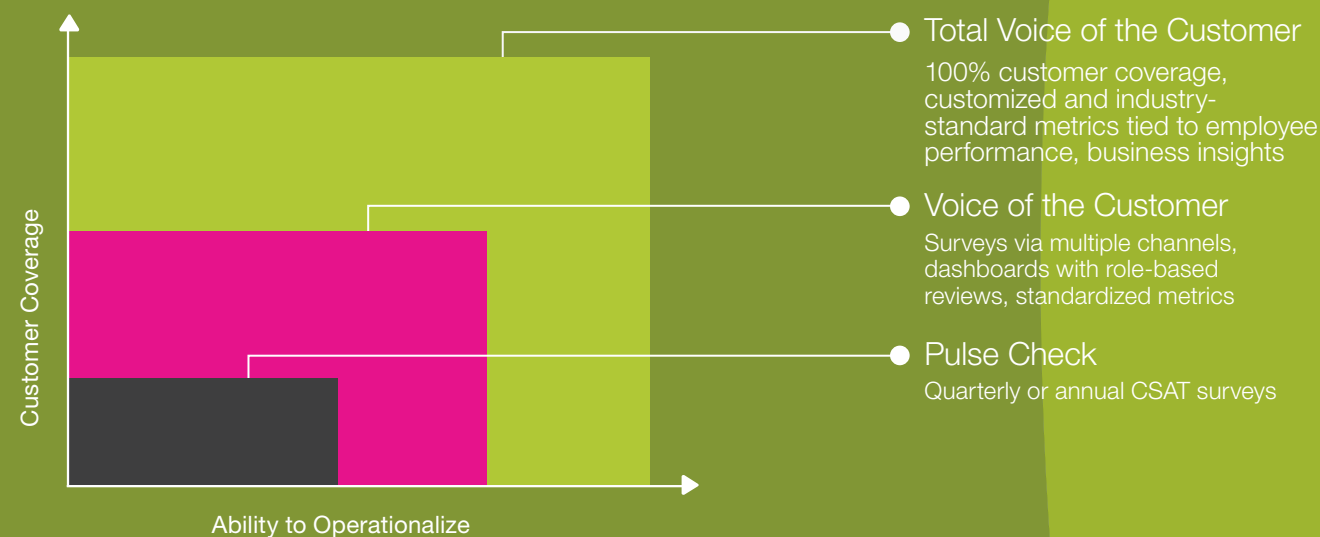
Why should you settle for only knowing what 2% or even 30% of your customers say when you can know what 100% think and feel? With NICE Total Voice of the Customer (NICE TVOC) you get the full picture across your entire customer base by capturing every phone call, every text message, every email and even every Tweet. Then we analyze it to deliver actionable insights about both your customers and your employees.



100% of your customers,  
100% of the time

You are collecting data at every customer interaction you have—when they call you, when they email you, when they respond to your surveys. That means you are sitting on a treasure trove of data that can be used to better understand your customer experience. However, turning that data into something you can understand is a challenge. That's why many organizations settle for hearing from the mere percentage of their customers that will respond to surveys.

With NICE TVOC, you can turn all of those customer interactions into actionable insights. That means you aren't just listening to the vocal minority, but rather all customers.



## To boldly succeed where most Voice of the Customer programs fail

Many companies pursue voice of the customer programs and many fail. These failures tend to fall into three categories: data problems, alignment problems and response problems. With NICE TVOC you can avoid the pitfalls that keep companies from capitalizing on the value of listening to their customers.



### Data problems

- Data is old by the time you get it
- View of only the vocal minority
- Just reporting, no insights
- Siloed views based on channel or department
- Data in multiple places



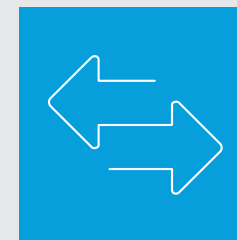
### Alignment problems

- Lack of cross-departmental customer KPIs
- Departments don't share data or have a single source of the truth
- No one knows what to do with the data
- Lack of executive sponsorship until something goes wrong
- Individuals can't see their impact on customer experience



### Response problems

- Customers stop responding to surveys because they don't see changes
- Lack of real-time intelligence means the organization can't intervene to stop a problem when it is happening



## Overcoming the data dilemma

With NICE TVOC, you can capture broad data about your customers in real time. Then, with our award-winning speech and text analytics plus sentiment analysis, we can show you exactly what your customers are saying and how they are feeling. Then we create a single source of the truth about your customers, but with multiple role-based dashboards, so every part of your organization, at every level, can see how they are performing and where they can make an impact.



### Alliance Data impact

- Overall CSAT score has risen by 2.7 percent
- Customer effort score is up by 3.1 percent
- FCR rate has risen by 3.1 percent

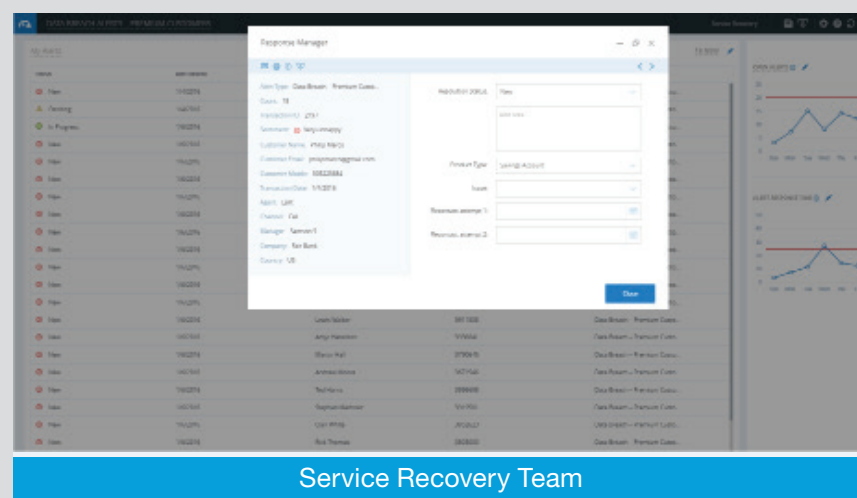
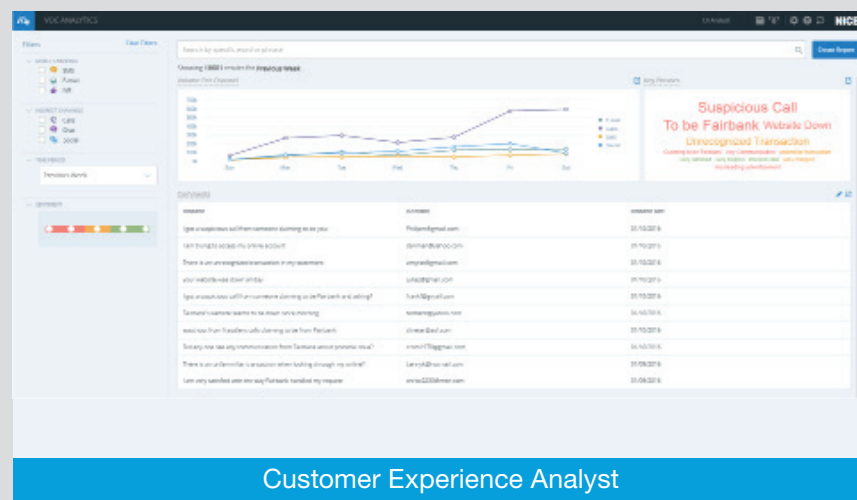
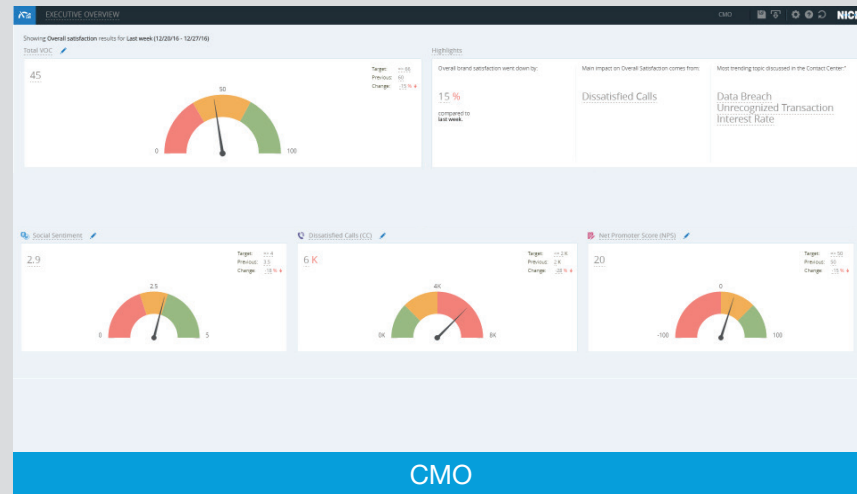
“Ensuring the voice of the customer has been heard is a top priority for Alliance Data. The more we know about what is working, why it's working, and what we can do to enhance our programs, the more value we can provide to our brand partners and cardmembers.”

Dan Zabloudil, Director, Operations Insights & Analytics at Alliance Data's Card Services Business



## Single source of the truth, multiple views

Everyone in the organization cares about the customer. However, they require a broad diversity of data to better serve the customer. To keep everyone aligned, you need the same data, but different insights. With NICE Total Voice of the Customer, everyone has what they need to understand where opportunities exist to intervene and improve. Then they can do more of what customers love and less of what they don't.

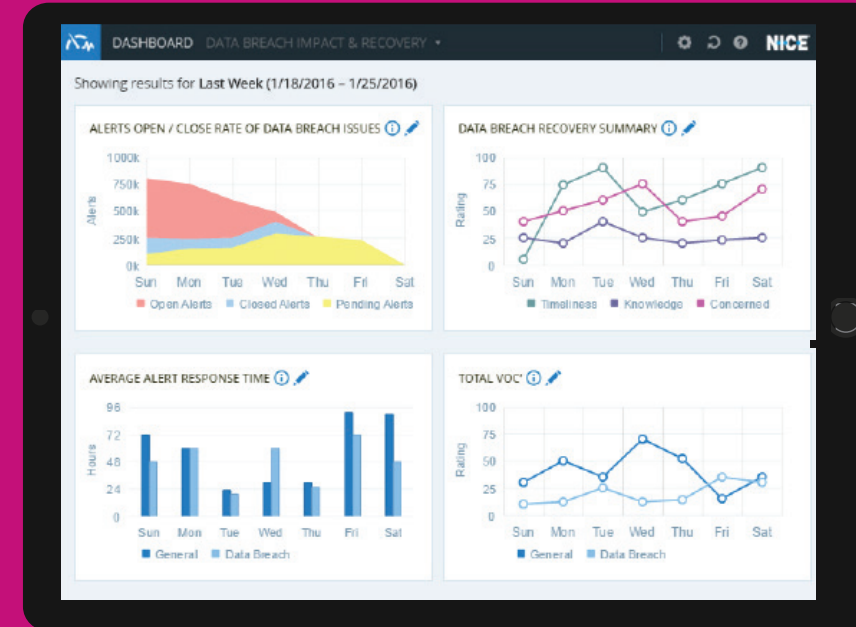


Role-based dashboards allow everyone within the organization to see the customer experience information that is key for them. For example, a CMO can view a top-level overview of the key customer experience KPIs and can understand how these have changed over time. The service recovery team can view the customers who have been identified as being at the most risk of leaving the organization, and can use the case management system to keep track of the actions they have taken to save them.



## Act now or lose later – the value of real-time action

Often organizations think an annual or even quarterly customer readout is sufficient. However, the unsatisfied customers have probably left you by that point. With NICE TVOC you can intervene at the moments that matter so you can right what is wrong before there's a goodbye.



By understanding customer data from across every interaction, NICE TVOC 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.

## Summary of NICE Total Voice of Customer



100% customer coverage



Collect data at every customer interaction including calls, chats, emails, surveys, social media channels and more



Sentiment analysis of direct and indirect feedback



Role-based dashboards and insights



Real-time alerts



Tied to employee performance for coaching and rewards



Industry standard and custom KPIs and metrics