

Operationalizing the Voice of the Customer

6 Steps to Improving Processes With VOC

1

Create cultural change and commitment to improve customer experience

3

Identify improvement opportunities and priorities; process inefficiencies and weaknesses that heavily impact the customer experience

5

Track VOC initiative achievements and results using the NICE VOC dashboard

2

Evaluate processes using NICE VOC analytics

4

Define a timeline for action implementation

6

Systematically share the results of implemented changes across the enterprise & link VOC to business performance trending

