



# 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.



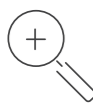
### Initiate action automatically

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

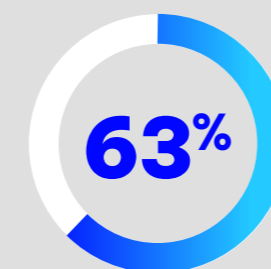
To lead CX transformation, it's imperative to find out what's impacting customer experiences.

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

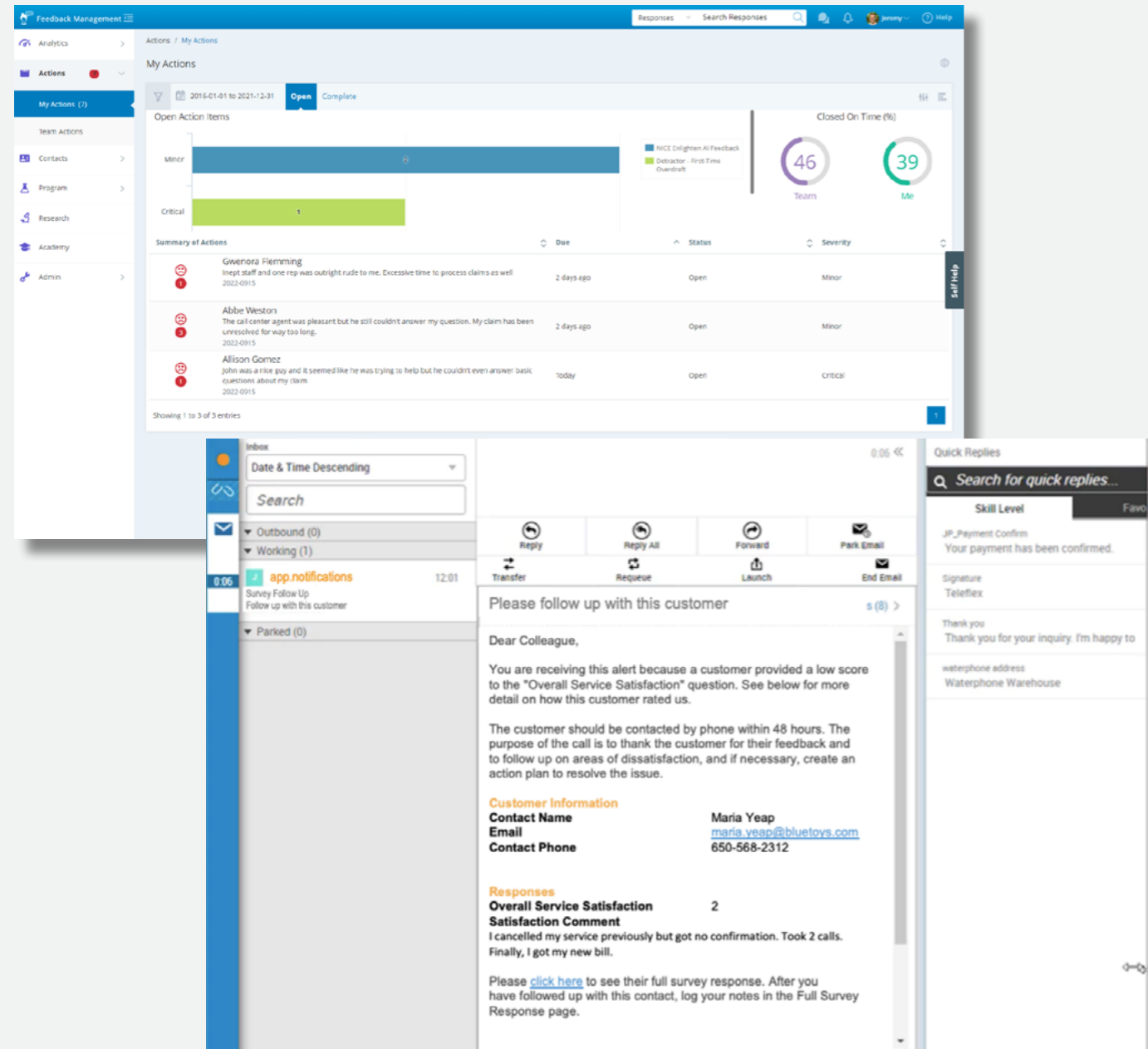
NICE helped an insurance company build a world-class Voice of the Customer program, including a proactive, closed-loop process to prevent churn by analyzing and acting on feedback for potential risk.



In the first year, they **retained 63%** of at-risk customers—resulting in

**\$11M+** saved revenue.

# FEEDBACK TO FOLLOW THROUGH



**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

## KEY FEATURES AND BENEFITS

### PERSONALIZED, CONTEXTUAL SURVEYS

Proactively close the loop with more customers using highly personalized, contextual surveys automatically delivered in each customer’s channel of choice.

### ADVANCED ANALYTICS

Eliminate CX blind spots and collect and analyze omnichannel customer feedback in real time, delivering predictive, actionable insights and alerts.

### CLOSED-LOOP ORCHESTRATION IN A UNIFIED AGENT DESKTOP

Prioritize and route real-time feedback alerts to agents in their primary desktop, where they can close the loop in each customer’s preferred channel.



## About NICE

With NICE, it’s never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world’s #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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