# Unlocking the Power of Customer Feedback

**Get the whole CX story with Feedback Management**

## MAKE EVERY INTERACTION COUNT

Get a 360-degree view of digital-first omnichannel customer journeys and gain powerful insights for improving performance and business outcomes. This holistic approach to VOC will help your team design journeys that increase customer satisfaction, build loyalty, and reduce churn.

**Connect journey touchpoints**
Unite feedback data from across the customer journey, from research and purchase, to post-sale service and repeat business.

**Elevate every interaction**
Provide personalized, contextual surveys and feedback follow-up in your customer's channel of choice.

**Deliver seamless CX**
Combine direct, indirect, and operational feedback to remove friction and resolve issues in real time.

**Impact outcomes**
Translate advanced analytics into proactive strategies and smart, data-driven decisions.

**Streamline data acquisition**
Standardize, integrate, and automate data collection for insights across all customer touchpoints and channels.

**Gain a competitive edge**
Take VOC to the next level with a holistic solution that optimizes CX across the enterprise.

## A HOLISTIC VOC SOLUTION

CXone Feedback Management offers a comprehensive VOC solution for delivering frictionless omnichannel experiences.

- Create a human connection across the customer journey
- Eliminate data silos and blind spots
- Close the loop with customers at scale

### What success looks like

Healthcare services company Evolent Health wanted to better understand the nuanced needs of healthcare plan members (patients) it serves on behalf of its client insurers and healthcare groups.

By implementing CXone Feedback Management, Evolent was able to:

- Act quickly on fresh VOC insights
- Improve first call resolution by 17%
- Uncover new focus areas for agent training and development
- Capture product development suggestions to share with its healthcare clients

**evolent HEALTH**™

# MAKING AN IMPACT

Your contact center is the place for gauging the health of your customer relationships—and identifying opportunities to improve customer experience across your organization.

A holistic approach to VOC can help you prevent churn, proactively close the loop with detractors, increase contact center efficiency, and identify new sales opportunities.

Holistic VOC insights can transform your contact center from a cost center into a revenue driver—and harmonize processes and structures that elevate customer-centricity across the enterprise:

- Operational efficiency and effectiveness
- Organizational opportunities
- Product improvements
- Increased loyalty and retention
- Upsell and cross-sell opportunities
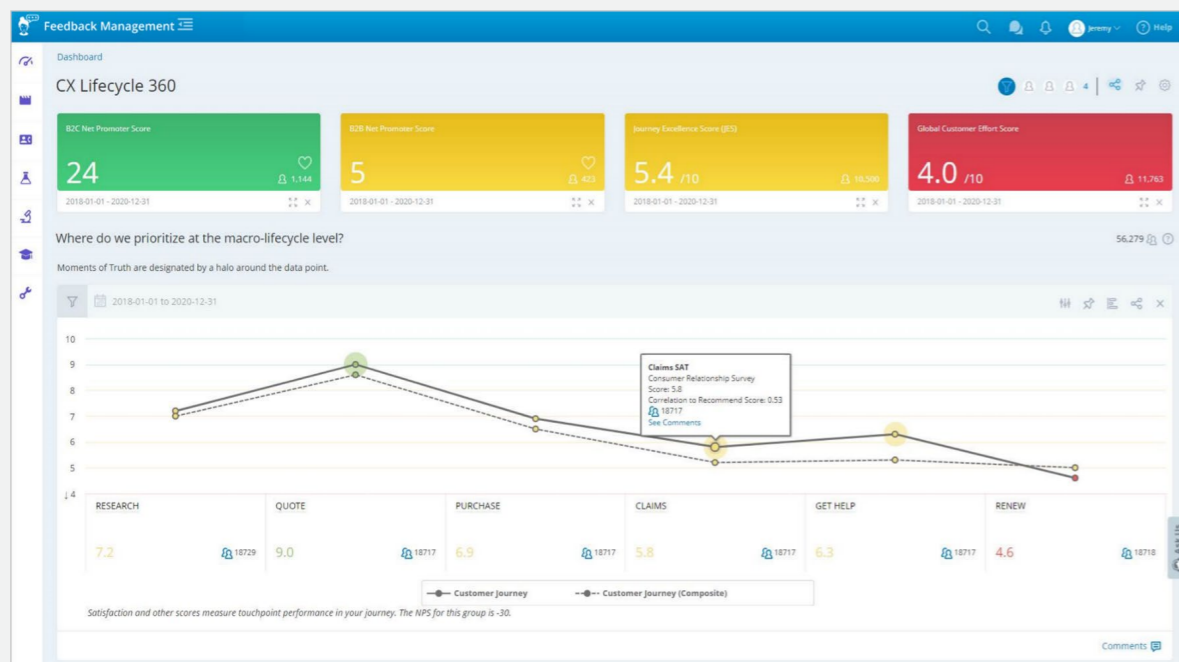


**Identify friction and top opportunities for improvement across journey touchpoints.**

## KEY FEATURES AND BENEFITS

### INTERACTIVE FEEDBACK APIS

Effortlessly gather contextual, real-time, interactive feedback from any digital environment.

### CONNECT INTERACTIONS FROM MULTIPLE CHANNELS

Unify direct, indirect, and operational feedback data to understand pain points and moments of truth.

### CUSTOMER JOURNEY MAPS AND VISUALIZATIONS

Identify opportunities across journey touchpoints and gain actionable insights focused on the most significant factors that drive customer satisfaction, loyalty, and churn.

### ADVANCED ANALYTICS

Identify and act on root causes with journey-based analytics and insights. Advanced speech and text analytics pinpoint the most important CSAT and loyalty drivers and empower you to take targeted actions that impact what matters most.

### CLOSED-LOOP ACTIONS

Orchestrate automated supervisor and agent alerts in the unified desktop to follow up with customers in real time.
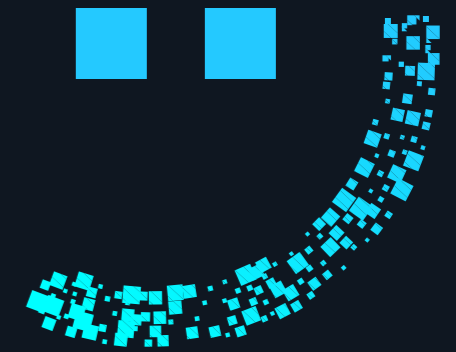
## About NICE

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.

https://www.nice.com/products/cx-analytics/feedback-management

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Make experiences flow