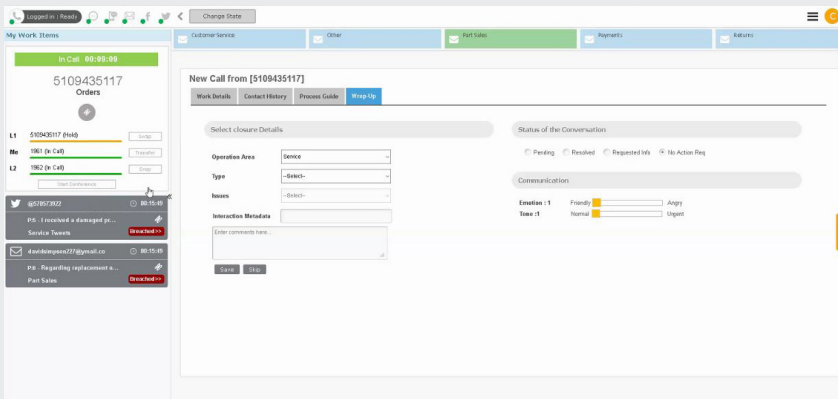


# Voice of the Customer

Customers expect a lot from companies today, and with more and more competition in the marketplace, the experience a company offers is increasingly its differentiator. About half of customers say most companies fall short of their expectations for great experiences. The reality is that today's customers expect companies to deliver personalized interactions that can seamlessly move across communication channels. It's vital that today's companies leverage a Voice of the Customer (VoC) strategy to visualize the gap between customer expectations and their actual experience with the business.

## MONITORING VOICE OF THE CUSTOMER WITH iCX

iCX VoC features allow the capture, storage, and analysis of customer satisfaction feedback across an array of channels. Through both manual sentiment collection and automated survey responses, iCX can deliver a complete view of your customer's satisfaction.



## SENTIMENT ANALYSIS

With iCX agent wrap-ups, organizations can identify customer sentiment across all iCX communication channels with just a couple of clicks. During the iCX workflow, agents are directed to a wrap-up screen upon closing out a task. Here, agents can gauge customer sentiment by documenting the emotion and tone of the interaction. This data is then made available to supervisors for real-time reporting and sentiment analysis. Sentiment can also be used to direct customers to the appropriate agent, routing incoming communications based on the historical satisfaction of the customer.

## FEEDBACK SURVEYS

iCX Feedback Surveys can collect real-time customer feedback by automatically triggering a questionnaire following voice and chat interactions.

**Voice Survey:** Callers can be automatically asked to remain on the line following a service call to complete a brief survey. Using our iCX IVR system callers are prompted with survey questions that can be answered using the caller's device dial-pad.

**SMS Survey:** Thanks to a unique integration with the ACD, iCX can deliver automated SMS survey messages to the caller's cellphone immediately following the close of a call. Customers can reply to the SMS with their numerical feedback score and detailed responses regarding their call satisfaction.

**Chat Survey:** Immediately following a web chat, website visitors can be prompted to complete a written survey directly within the web chat window.

All survey responses are added directly to the contact record, making it easy for supervisors to track feedback and agent performance in almost real-time. With packaged survey reports also available, leadership can determine the organization's customer satisfaction or segment down by queue, agent, or specific feedback score.

## KEY VOICE OF THE CUSTOMER FEATURES:

- Automatically trigger voice and SMS surveys to customers after they've completed an inbound call
- View survey responses and sentiment data directly in the contact record
- Select queues and/or agents to be included or excluded from triggered surveys
- Report on survey responses and sentiment by queue, agent, or at the organizational level
- Set a minimum duration between survey messages are triggered to the same number
- Manually collect customer sentiment across all communication channels using the agent wrap-up
- Route incoming communications based on customer sentiment

## CONTACT US