



Voice of the Customer

# Proof, Perspective and Performance



# Customer Experience

## Proof: Capture

### How do I know what our customer experience really is?

Customer feedback surveys are essential for understanding what contributes to satisfaction and emotional engagement for your customers. Quantitative (choose an answer) and qualitative (open ended questions) will help you identify your core components of loyalty and sentiment.

### How do I capture feedback at scale?

A Voice of the Customer (VOC) program that includes customer surveys across multiple channels with software to aggregate and analyze

responses is needed. Text analytics makes it easy to pinpoint issues with sentiment scoring.

### Avoid the pitfalls:

- **Email only** – you need survey flexibility to boost response and CX accuracy in your customer's channel of choice
- **Survey fatigue and even anger** – you need extremely capable sample management to survey the right customers at the right time
- **Open end overwhelm** – you need experienced text analytics taxonomy creation and sentiment scoring to accurately capture the impactful components of loyalty

### How Convergys VOC can help

- ✓ Survey design plus surveying across all telephony, digital and in-person channels are available with innovative engagement
- ✓ Proprietary sample management software automates customer selection for multiple products and complex business rules
- ✓ Industry-specific experience builds the intelligence to automatically flag phrases and sentiment with impact from unstructured data

In recent years surveyors have been faced with declining response rates

– Pew Research





# Customer Experience

## Proof: Share

### How do I share CX feedback?

Corporate silos and departmental indifference are huge CX challenges. A software tool that aggregates customer feedback with drill-down detail will make the dynamic aspects of CX come alive across your entire organization.

### How do I most effectively share Customer Experience?

VOC software that generates CX issue alerts and graphically presents customer feedback and emotion scoring and trends will take customer experience from vague anecdotes to data-driven validation. Dashboards customized for roles from

the frontline to the CEO allow you to direct and control CX visibility.

### Avoid the pitfalls:

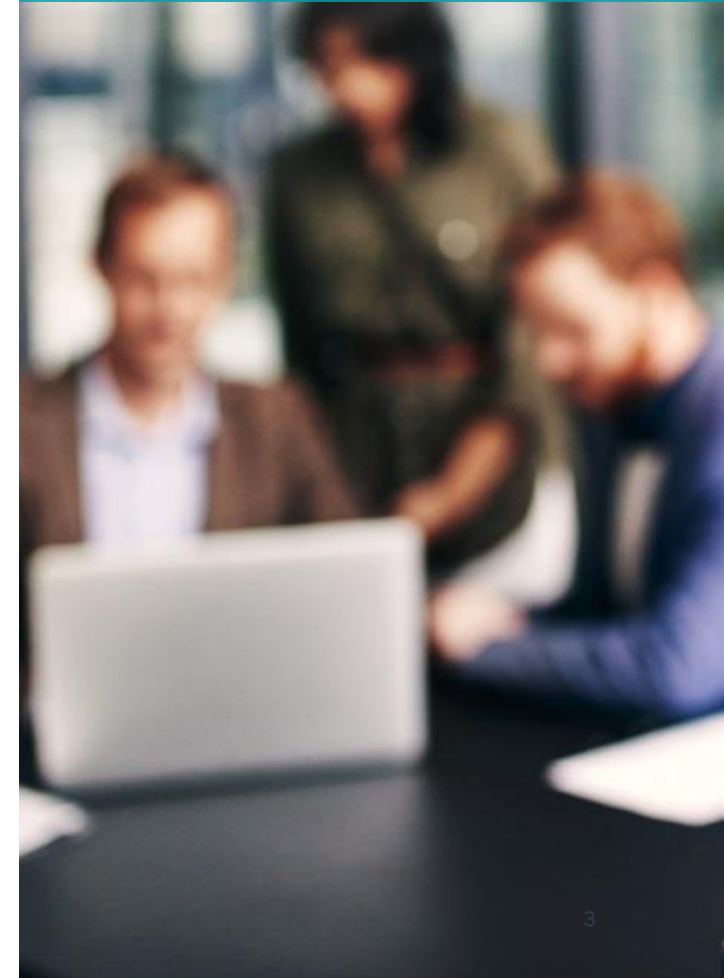
- **Challenging user experience** – you need an intuitive graphical experience for CX “newbies”
- **Locked-down inflexibility** – you need role-based CX view tailoring with drill-down options for compelling detail
- **Reporting only** – you need closed-loop case management to encourage CX accountability and action

### How Convergys VOC can help

- ✓ ConvergysCX is a highly graphical CX platform using text analytics for easy-to-understand alerts with options to view detail
- ✓ CX presentation can be tailored for individual agents, supervisors, senior execs and more
- ✓ CX issue assignment, aging and closed-loop resolution supported by customized Convergys analytic services ensures action

58.5% of contact center communication channels are managed in silos

– Everest Group



# Customer Experience Perspective

## How can I make a visible CX impact throughout my organization?

Make CX results-oriented by prioritizing which issues have the most impact. Proving follow-up *and* results from this insight opens eyes across the board. A capable VOC program will help you create a culture of CX optimization at every level of your organization.

## How do drive action for the real CX detractors and delighters?

Prioritizing the most impactful CX needle-movers means that you have to take into account available resources, overall influence, and return

on investment. A VOC program that generates ROI-based next step recommendations in addition to trend and linkage analysis sets the stage for results.

### **Avoid the pitfalls:**

- **Knee-jerk response** – you need to pursue CX issues in context of impact to avoid outliers
- **Measuring the wrong stuff** – you need to score sentiment correctly and accurately identify issues for CX influence
- **No internal feedback** – you need a two-way street to identify CX influencers from both customer feedback and employee insight

## How Convergys VOC can help

- ✓ Convergys works with your team to create a prioritized list of issues based on CX optimization opportunity
- ✓ KPIs based on journey mapping are established at the beginning of a Convergys VOC program.
- ✓ An elevation feature within the ConvergysCX platform allows anyone in your organization to submit a CX issue with an estimate of impact

CX blind spots corrupt experiences with counterproductive policies and processes

– Forrester Research



# Customer Experience Performance

## How can I make a measurable bottom-line CX result happen?

Capturing customer experience and then doing nothing with it happens more frequently than you might think. A VOC program that directly impacts frontline performance as well as internal issues influencing CX will be key drivers for bottom-line results.

## How do I drive CX change across my organization?

A VOC program that combines software for CX awareness and issue tracking with tools that encourage frontline enthusiasm for CX optimization is what's needed. CX software with

case management fosters accountability, while data-driven next step suggestions encourage change.

### **Avoid the pitfalls:**

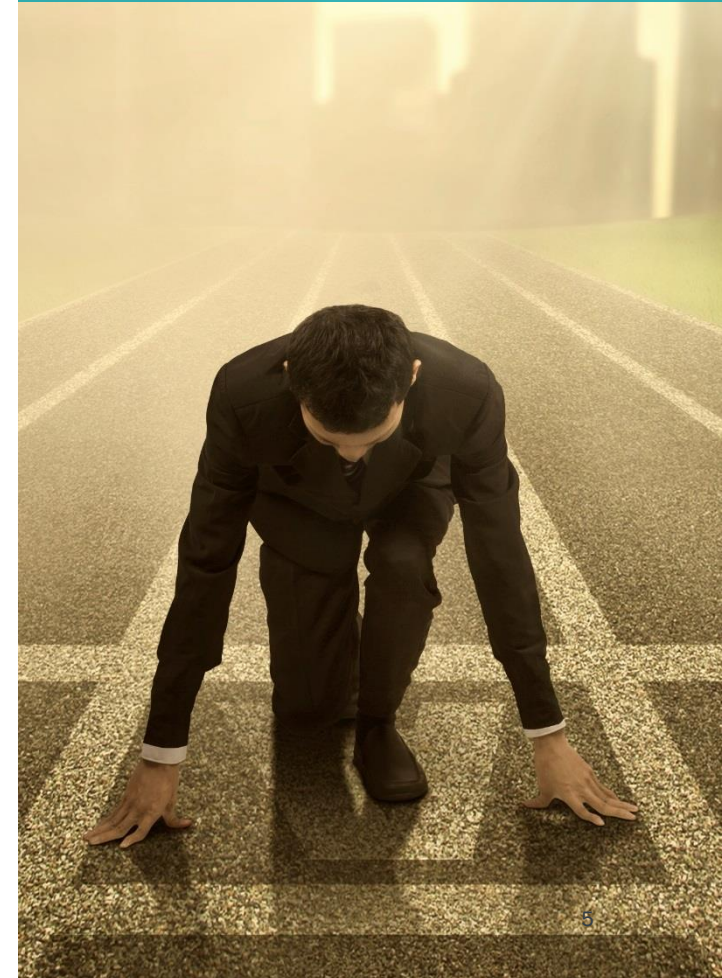
- **Assume awareness = action** – you need customer feedback with sentiment scoring to go beyond a single interaction for CX improvement
- **Trust follow-up** – you need to track accountability and resolution for CX issues
- **Only need to point to examples** – you need to deliver business case detail for buy-in at all levels

## How Convergys VOC can help

- ✓ ConvergysCX software includes coaching tools with drag-and-drop feedback examples and awards for goal achievement to encourage enthusiastic CX performance.
- ✓ ConvergysCX case management assigns and tracks CX issue progress with aging detail.
- ✓ Convergys services deliver ROI-based business cases for CX change and investment.

95% of companies collect customer feedback, but only 10% use that feedback to improve CX

– Gartner







## About Convergys Analytics

Convergys Analytics optimizes engagement, enthusiasm and loyalty for your brand with CX insight to action software and services including voice of the customer programs, customer journey mapping, and contact center enhancement. A Convergys Analytics team with 700 global professionals and over 40 years of CX optimization experience captures sentiment across all channels of communication, presents CX insight in real-time, and delivers prescriptive CX action for remarkable results. Visit [convergys.com/analytics](https://convergys.com/analytics) to learn more.

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