



## NICE Satmetrix:

### Engaging the Organization in Customer Experience

For customer experience (CX), driving improvement means all hands on deck. If you can't engage employees from throughout the organization, you'll never get the coordination needed to continually improve your business systems, processes, and products.

NICE Satmetrix gives you the timely role-specific information and collaborative tools to get the whole organization working in lockstep toward the same goal. Our advanced role-based dashboards and reporting, real-time alerts, seamless integration, and expert guidance ensure everyone has the data and insights and organizational support they need to identify and understand customer experience gaps – and to work cross-functionally to eliminate them.

### Information Drives Engagement

NICE Satmetrix software gives everyone in the organization the customer experience insights they need to drive improvement. It embeds and integrates data and insights into familiar systems and processes, like CRM, that employees use every day. It gives you role-specific views and charts that segment the information and analysis for particular responsibilities. It drives action and engagement with multiple sources of real-time and frequently refreshed or updated data. And most importantly, it encourages the widespread dissemination of customer experience data, giving everyone in the company a sense of responsibility and stake in making the project a success.

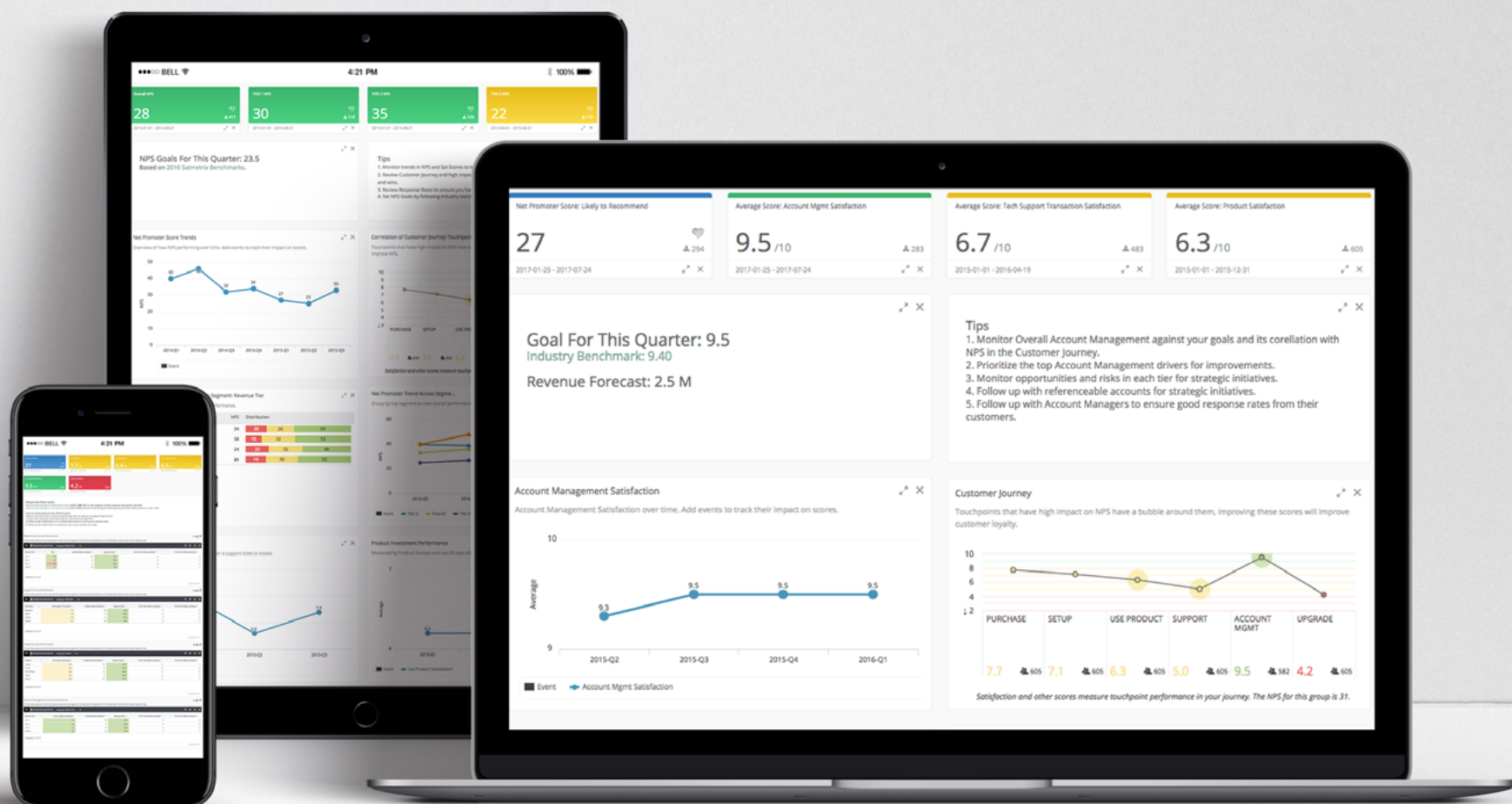


## Role-Specific Dashboards & Reporting Deliver the Right Insights to the Right Role

Customer experience is a shared responsibility, but day-to-day duties can vary greatly by business role and function. Uniquely, the NICE Satmetrix system comes out of the box with a comprehensive set of curated dashboards and reports that have been specifically configured by a team of in-house CX experts for each major functional role.

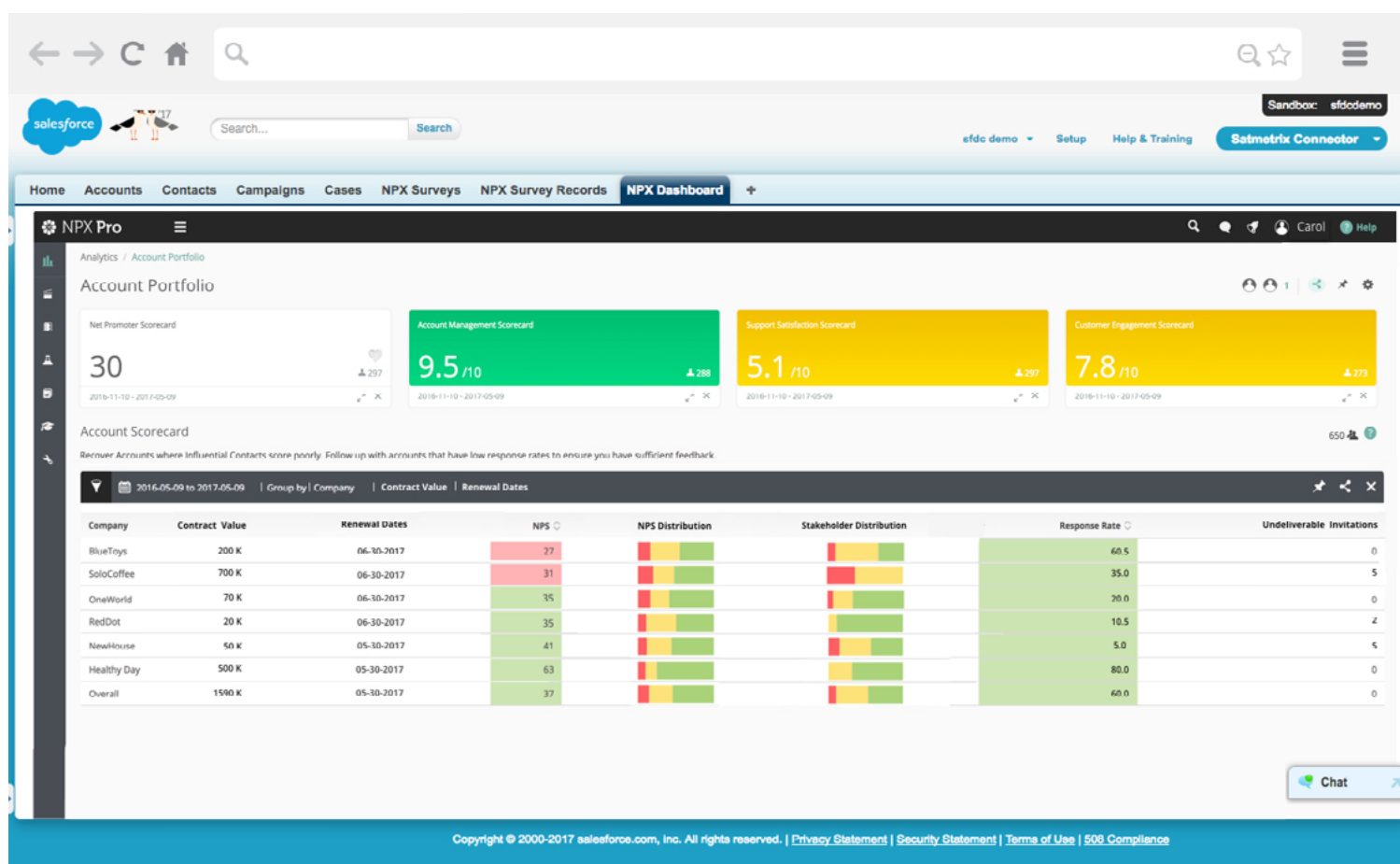
With the preconfigured dashboards, each user receives insights and analytics specific to their business function and needs. That way, for example, executives get the broad, big-picture view of the customer journey and its impact on the business required to make better investments and increase value. And front-line managers and coaches get the real-time feedback and analysis to improve processes and individual performance.

The dashboards refine the insights and give employees the agency – so important to engagement – to take the appropriate action through the enterprise. They also include reporting and publishing tools that make it easy to share the insights across the organization – another engagement driver. Further driving adoption is their portability, which allows them to be embedded in any web browser or business application.



## Reporting and Distribution

NICE Satmetrix gives users multiple ways to report and distribute insights, including sharing the dashboard/report with coworkers within the application, pushing it out via CSV, PDF, PNG, or a web link, or scheduling a one-time or recurring email or alert. Push reports are a great way to get employees to monitor their performance against goals, whether they are an executive, business leader or an individual, and ensures you can track progress in areas you have identified for improvement.



## Configurable Permissions

Powerful self-service controls give administrators wide latitude to restrict and or focus the information and features accessed by each role within your organization. Data access hierarchies ensure agents, for example, only see information related to their accounts, and other controls make it possible to dynamically change report content based on the recipient's role.

## Advanced Filters

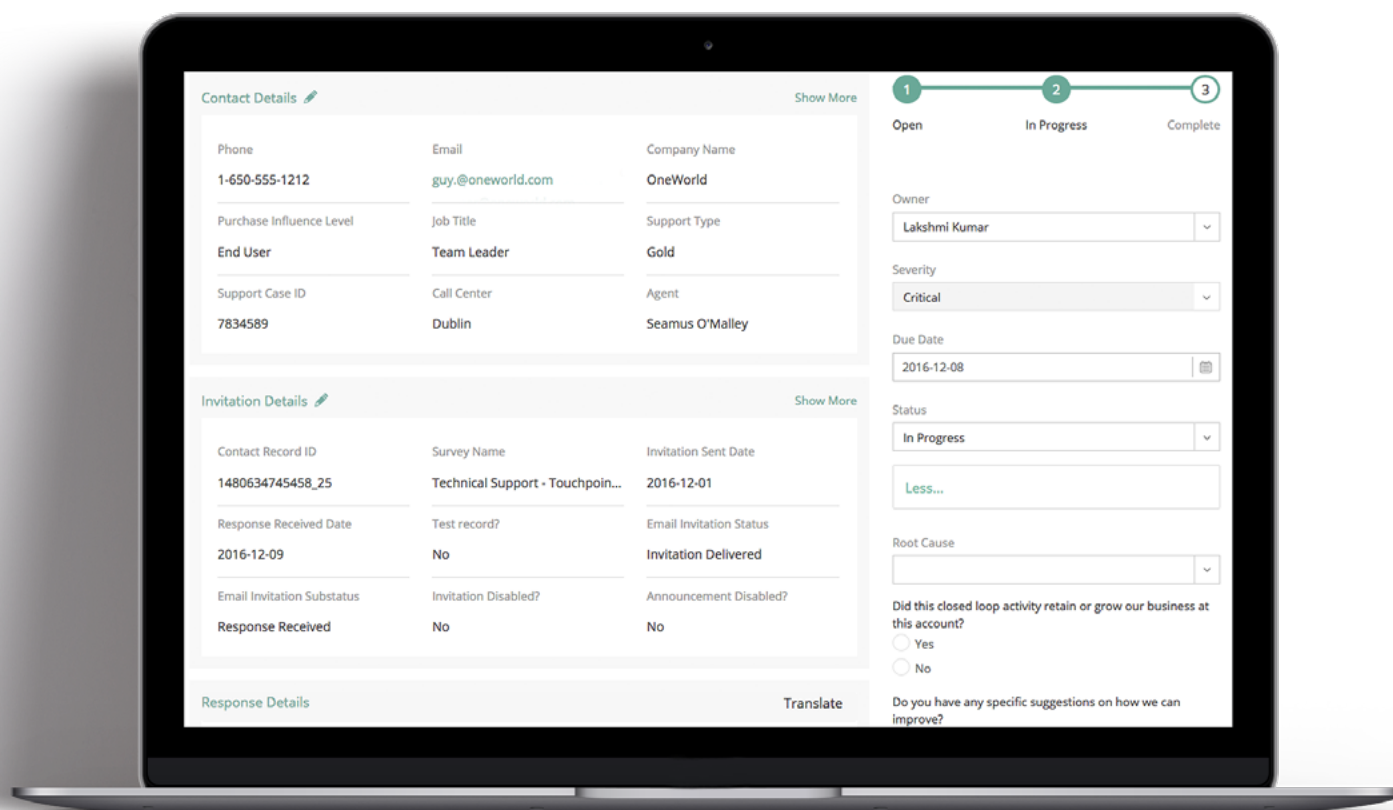
With superior analytic capabilities, NICE Satmetrix mines and correlates customer data, deriving key insights that can be sliced and diced in multiple ways. Advanced filtering makes it possible to segment any data set or view and drill down into each data point to explore and discover new insights.



## Workflows Guide Action

Insights inspire interest and deliver knowledge, but NICE Satmetrix doesn't stop there. Sophisticated workflow capabilities prompt employees to take the next step, and guide them in the right direction. Powerful, comprehensive self-service tools give program managers the agility they need.

Set workflows for employees to take action in response to the feedback that comes in, when a key metric changes, or according to a business cadence that makes sense for your enterprise. Account for customer segmentation, employee responsibilities, service level commitments, and more.



### Front-Line Closed-Loop Workflows

Immediate responses to customer feedback give you a chance to dive deeper, recover or build relationships, and resolve issues promptly. Use NICE Satmetrix to automatically route all follow-up items to the most appropriate person, based on the customers' information and their responses. Program managers can monitor follow-up items to ensure that all open actions are on track or closed.

### Alerts & Escalations

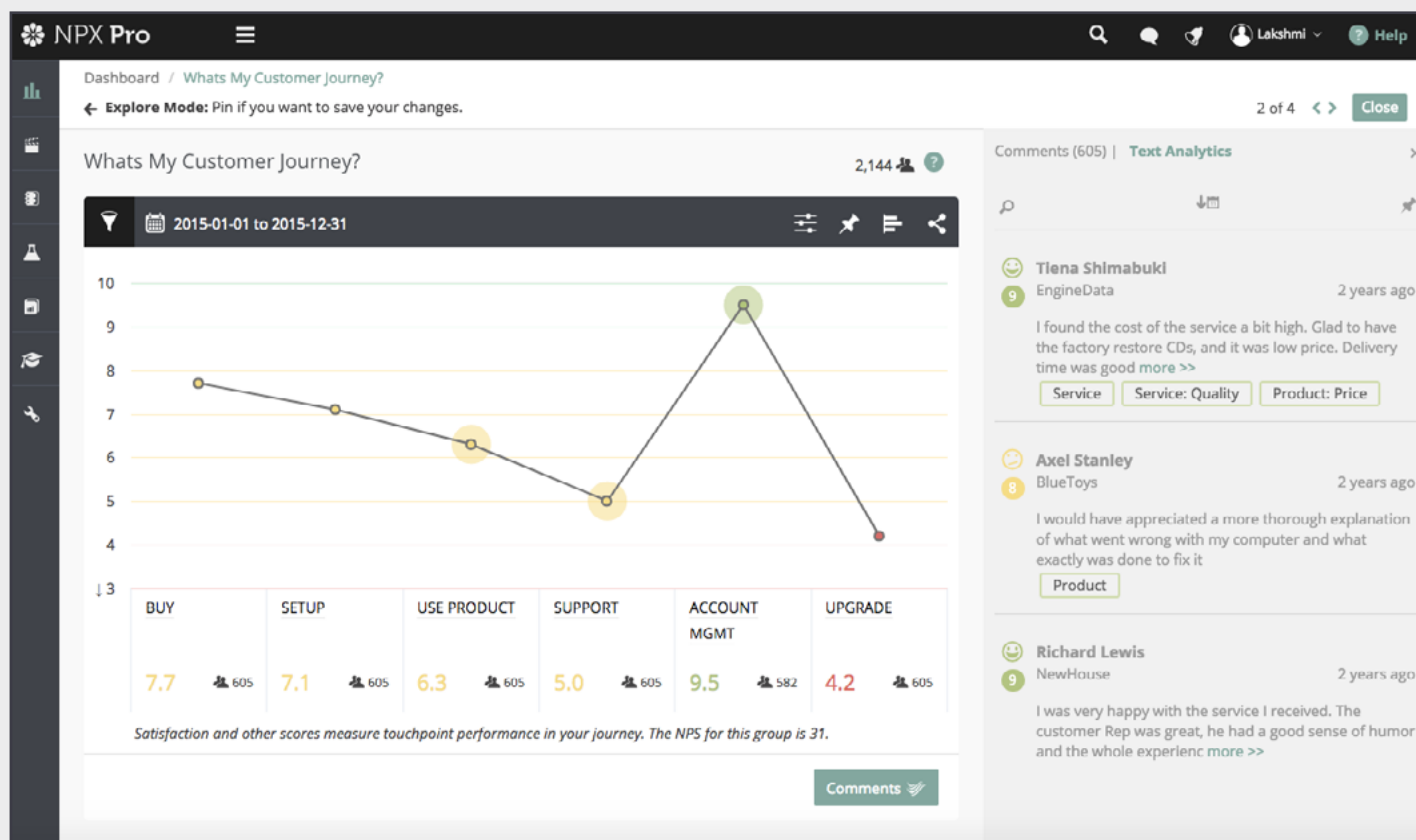
Reminders help the owners remember to follow-up on time, and automated, configurable escalations ensure nothing falls through the cracks. Summary reporting helps you monitor closure, and reassign items when necessary. Set intelligent alerts, triggered by a change in any metric your system can track, to stay up to the minute on critical changes.

## Integration

NICE Satmetrix native Informatica-based connectors for Salesforce and Microsoft Dynamics and advanced APIs allow you to integrate with any CRM or customer service application or system. Embedding the closed-loop workflow in a popular CRM system further routinizes CX and makes it and its processes more central to the organization.

## Intentional Insights and Tools

Alerts and workflows drive immediate responsiveness and just-in-time insights, but NICE Satmetrix offers powerful tools for stop-and-think planning, too. Targeted insights, self-service filtering and reporting, and thoughtful data visualization give leaders the insights and tools they need to drive departmental improvements and collaborative change.



## Expert Guidance Drives Action and Engagement

Organizational engagement is typically a function of program maturity. NICE Satmetrix has multiple ways to help businesses progress to the most advanced stage, where the organization is acting on real-time analysis and using predictive analytics to drive change. To that end, we maintain a comprehensive library of online training and education materials.

### **Best Practices**

NICE Satmetrix co-created the Net Promoter Score® (NPS®) and has worked with thousands of companies to successfully improve the customer experience. That experience and expertise are channeled back into NICE Satmetrix software in the form of templates, guides, and tutorials that provide best practices on everything from setup and survey creation to driving program maturity and success.

### **Training and Education**

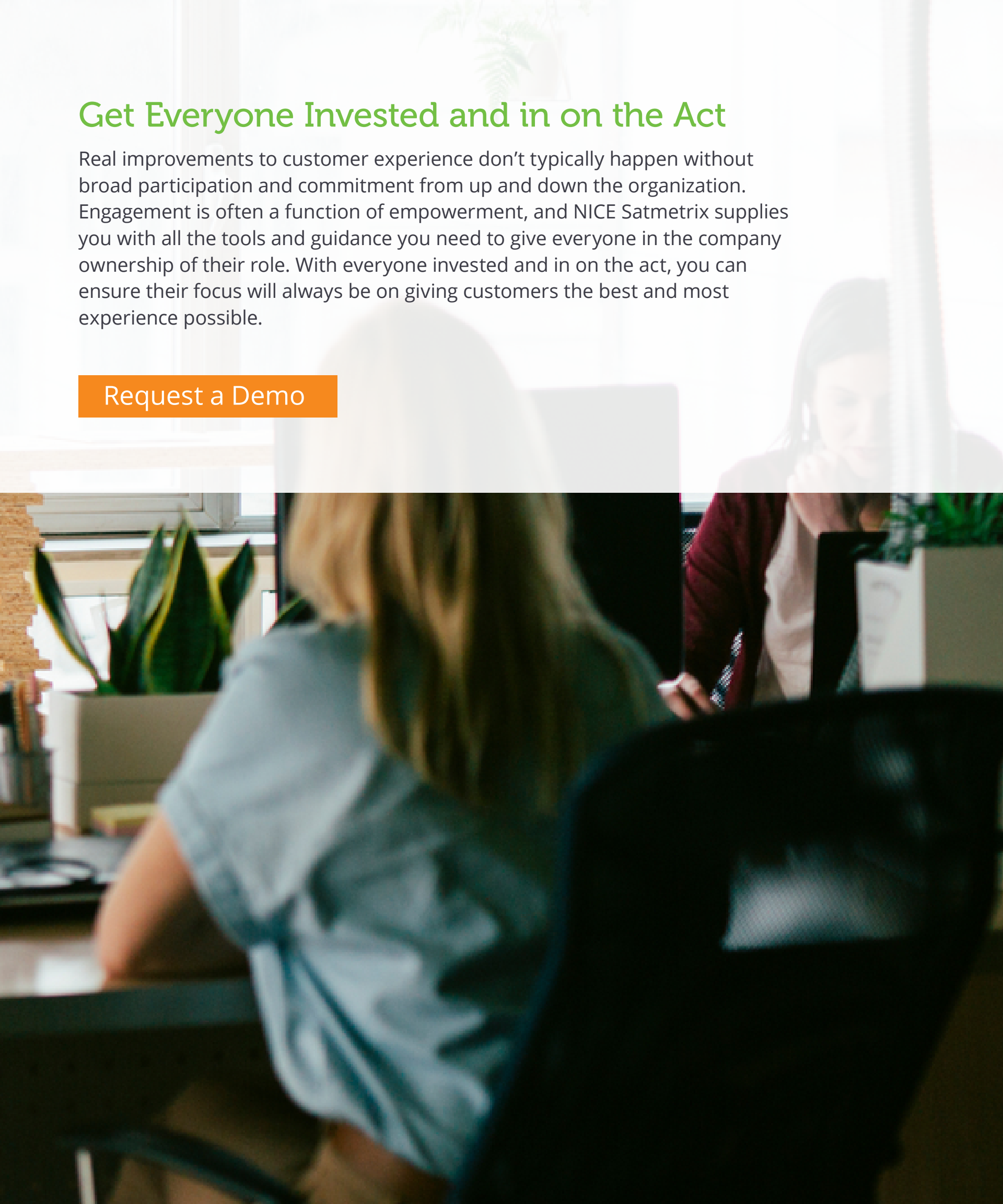
NICE Satmetrix has trained over 10,000 business leaders in NPS. NICE Satmetrix has trained over 10,000 business leaders in NPS. Benefit from our unrivaled expertise when you take our online training through Satmetrix Academy & Research. The subscription service provides you with convenient online training that will give you and your team the guidance and practical experience to make you the in-house experts on building, refining, and managing a world-class customer experience program.



## Get Everyone Invested and in on the Act

Real improvements to customer experience don't typically happen without broad participation and commitment from up and down the organization. Engagement is often a function of empowerment, and NICE Satmetrix supplies you with all the tools and guidance you need to give everyone in the company ownership of their role. With everyone invested and in on the act, you can ensure their focus will always be on giving customers the best and most experience possible.

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