

## NICE Satmetrix:

### Bringing the Customer Experience into View

When it comes to improving the customer experience, only a complete view of the customer will do. Anything less will set you up for failure and leave you – and your customers – dissatisfied with the results.

That's because only a complete understanding of what drives loyalty and satisfaction allows you to focus your resources and make smart, confident decisions that not only satisfy and delight customers but also move your business forward.

NICE Satmetrix gives you a comprehensive view by capturing direct and indirect feedback at key interactions along the customer journey and correlating it with operational and interaction data sourced from your business systems. Our advanced omnichannel real-time feedback, seamless integration, and powerful analytics deliver a deeper understanding of your customers and the experiences that influence their behavior and lifetime value.

### Three Sources, One Complete Customer View

The best way to get a complete view of the customer? Get all the insights, and put them in the context of the customer journey. By that we mean the range of interactions customers have with you at different touchpoints throughout their lifecycle. You'll need the context of the customer journey to make sense of all the feedback and insights. NICE Satmetrix software uses the customer journey as a framework, then fills in all the details.

NICE Satmetrix gives you the self-service tools to capture overall brand perception and understand the experience at each of those touchpoints through direct feedback (relationship and transactional surveys), indirect feedback (text and speech interactions and social comments), and activity analytics (including operational data). Together they can tell you not only what the most important touchpoints are but also what specific activities within those touchpoints are driving loyalty, so you can focus your actions to improve them.

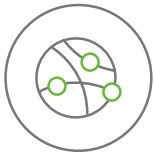
## Direct Feedback: Real-Time, Omnichannel

To understand what motivates and delights your customers, you need an approach that is as multidimensional and sophisticated as they are. NICE Satmetrix software comes out of the box with multiple, omnichannel ways to capture direct feedback across your customer base.



### Email

Use the NICE Satmetrix system to email survey invitations and reminders, or if you prefer, you can send personalized links via your favorite marketing automation service, such as Marketo, Hubspot, or Constant Contact.



### IVR

Our powerful algorithm automatically converts natural spoken language into code in real time and adapts the survey script and follow-up responses to elicit the greatest insights from each respondent.



### SMS

Use a text message to invite customers to an online survey, or survey them conversationally via any text interface. Smart technology codes the responses in real time, adapting the questions and follow-up in response to the answers.



### Website

Quickly configure, generate, and edit a floating pop-up web invitation on any website, portal, or web application. Simple controls let you customize the appearance and set rules for how and when it displays – no developer or IT support needed.



### Web Application Surveys

NICE Satmetrix slider surveys can integrate seamlessly into your Web application to reach all your end users.

## Smart Deployments for More Meaningful Feedback

Sending the right survey with the right questions at the right moment is key to producing meaningful results. NICE Satmetrix gives you the advanced analytics and automated controls to deliver the most relevant survey at the exact instant it is expected to get the highest response.

### **Smart Web-Based Surveys**

NICE Satmetrix's smart technology monitors users' behavior and triggers pop-up surveys to capture customer loyalty or satisfaction after a key interaction or activity, such as a purchase or support inquiry.

### **Programmatic Logic**

Thanks to seamless integration between NICE Satmetrix and Salesforce, Microsoft Dynamics, or other CRM and support applications, you can automatically trigger surveys based on events (like the opening or closing of a support ticket) tracked in those systems.

### **Embedded Primary Question**

NICE Satmetrix allows you to embed the primary survey question – usually the likely to recommend or satisfaction question in your email invitations, so your contacts can begin the survey within the email, increasing engagement.

### **Survey Logic**

NICE Satmetrix relies on powerful survey logic controls to ensure customers only see questions, response options, and text that are relevant to them.







## Indirect Feedback: Never Miss a Beat

On average, customers use four channels to interact with your brand – make that five, if they're between the ages of 18 and 34. All those interactions represent an opportunity to capture feedback that can improve the customer experience. Surveys get some of it, but without a way to capture chat or call center conversations, verbatim text, emails or even social comments, you're leaving valuable information on the table. NICE Satmetrix gives you a comprehensive set of listening tools to capture indirect feedback from any channel.

### Support Chats and Calls

Some of the most important feedback you'll ever receive exists in the conversations customers have with your support agents – in a support call recording, chat or the accompanying notes, or emails. Our powerful AI engine turns speech into text and text into trend and performance data that can then be correlated with the survey responses and other information residing on the system.

### Verbatim Text

Some of your most valuable survey insights are hidden in the freeform text fields. Skip the cumbersome manual analysis and let NICE Satmetrix convert that unstructured data into trend and sentiment insights that can be correlated with NPS and other CX metrics.

### Social Commentary

Maybe you can't control what your users say about you on social media, but with NICE Satmetrix you can convert the comments into useful feedback. NICE Satmetrix gives you the social monitoring and data management tools to capture any conversation about your brand and transform it into consumable data that can be compared and correlated with other customer information on the system.

## Interaction Analytics: Uncover Hidden Insights

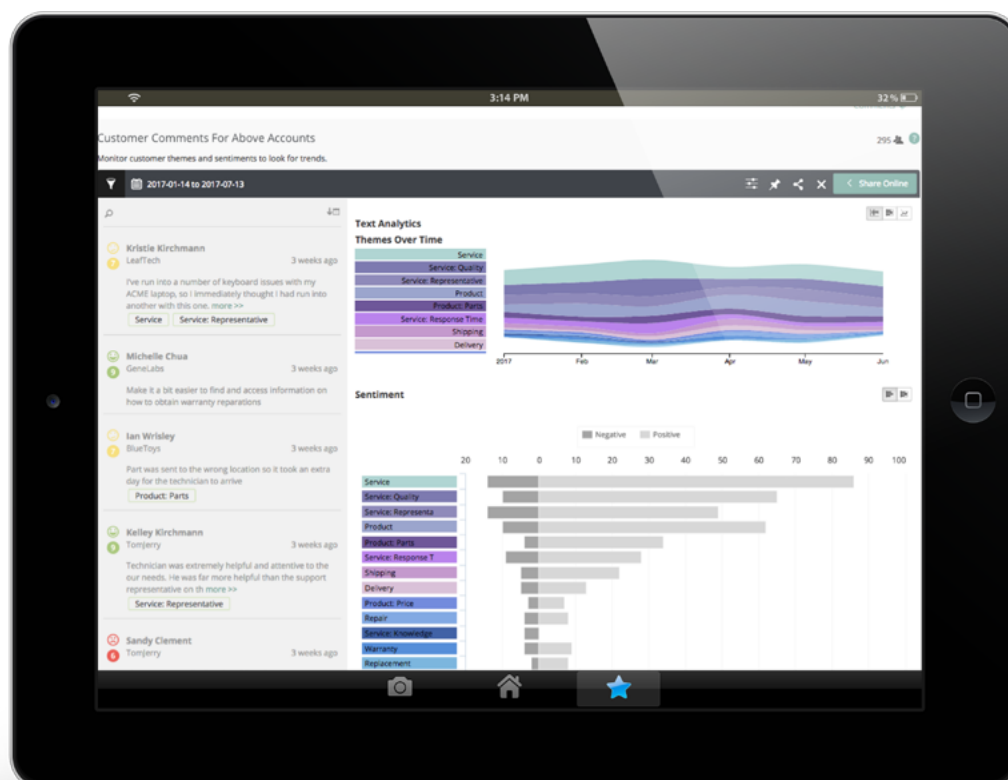
Without the right context – provided by operational and other business data – survey results can unintentionally amplify the wrong signals and lead you to misallocate valuable resources. NICE Satmetrix gives you the powerful integration and analytic tools to bring in and analyze activity data from any business application or platform. Inputs such as financial, behavioral and usage data, touchpoint and operational KPIs, provide additional insights into the customer experience. And correlating this data with your direct and indirect feedback provides the complete view required to truly improve the customer experience.

### Customer Behavior Data

Like most companies, you've invested heavily in CRM, support, financial, marketing and other systems that capture business critical information about the customer throughout the lifecycle. With our native connectors for Salesforce and Microsoft Dynamics and our powerful API set, easily integrate with any CRM, support, or line of business system and consume, transform, and analyze any type of business data.

### Big Data Analytics

Each interaction with your brand leaves behind valuable clues about the customer. We use AI to piece together those interactions. Customer interaction data residing on your system is run through our powerful big data engine to uncover hidden insights from everything from speech patterns and call flows to product usage and purchase preferences, giving you the greater understanding of behavior and motivation needed to create the complete customer view.





# See Your Customers Like You've Never Seen Them Before

You create a customer journey in a wide variety of channels, interactions, and experiences, so measure it the same way. By taking the data out of its silos and combining it one place, NICE Satmetrix gives you the broad business-wide view to fine-tune investments and initiatives for optimal results. Use a complete customer view to create the most value and ensure that your entire business is laser focused on giving customers the best and most consistent experience possible.

[Request a Demo](#)





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