



NICE Satmetrix

Driving Greater Customer Experience Success with Self Service Capabilities

They're your customers, so you should be in the driver's seat when it comes to your customer experience (CX) program. At NICE Satmetrix, we deliver a combination of cloud-based, self-service software and expert-guided support so you have everything you need to set up and run a successful CX program.

Industry-specific and role-based templates help to speed you through implementation. Self-service controls allow you to make changes on the fly. Together, they reduce the time to value and cost of ownership, so you can focus your time and investments on what's ultimately important -- improving the customer experience.

Agile Self-Service Controls Backed by CX Experience and Expertise

With NICE Satmetrix you'll never have to build anything from the ground up or suffer through a steep learning curve. Our years of CX and Net Promoter Score® (NPS®) experience and battle-tested expertise are built into every bit of the system. So go ahead. Get a head start with industry-centric templates and guides that walk you through setting up a program and surveys specifically for your business. Take action with role-based analytics and reporting that organizes data according to the needs of each function. And drive organizational engagement with closed-loop feedback workflows, alerts, and reminders that follow best practices for best-in-class program governance and accountability. And do it all at the speed of your business, without the costly missteps or delays that derail many programs.

Powerful Controls: Setup and Management in Your Hands

The NICE Satmetrix system was designed from the ground up for self-service. We help you set up your system – and design your program, if you like – but all the tools are there for you to do it yourself.

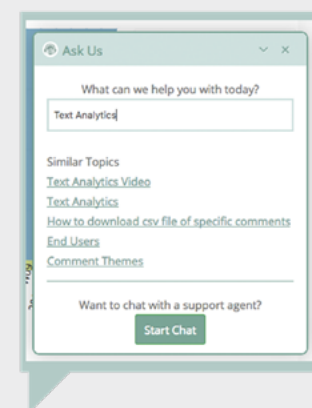
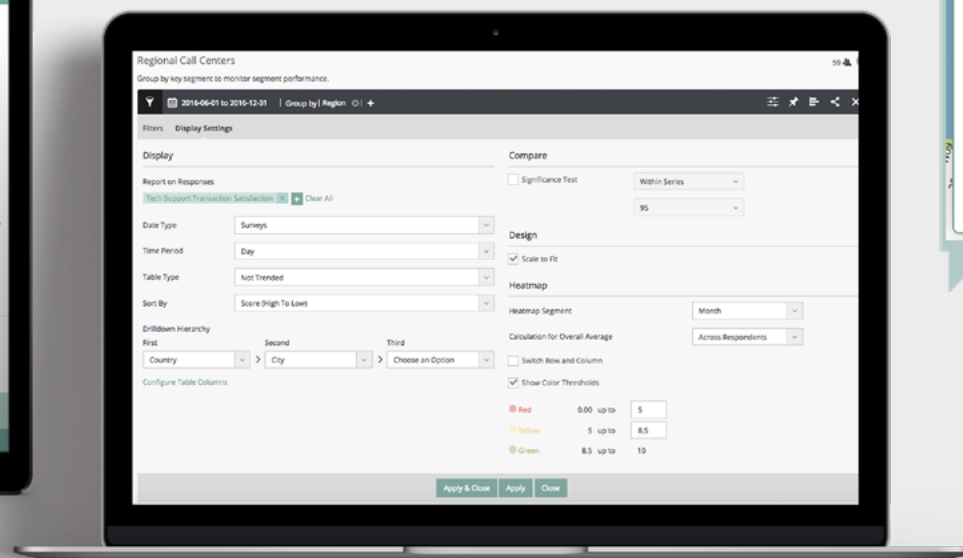
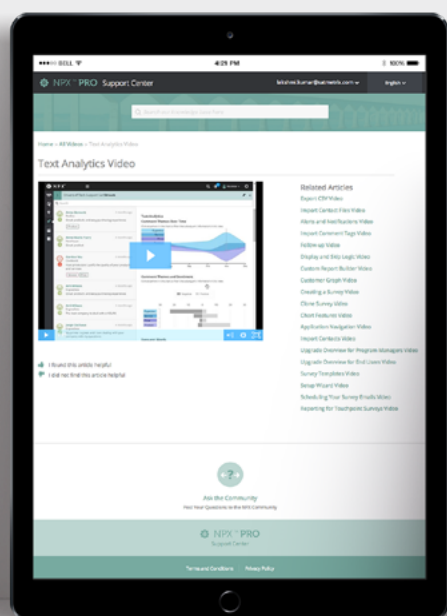
Once up and running, the powerful administrative tools give you complete, real-time control over your program and your users' experience. You can manage and modify everything from how the organization accesses and shares information to the nuts and bolts of the dashboards and reporting and to the substance of your surveys.

Cloud-Based Platform and APIs

The NICE Satmetrix NPX software is cloud based, so it's ready to go on day one. Native connectors and well-documented APIs make integration with business applications and popular CRM platforms like Salesforce and Microsoft Dynamics seamless and easy.

Templates, Guides, and Expert Assistance

Our expert-assisted implementation guides program managers and administrators through the system's basics, giving you the lay of the land and direction on where and how to get help when needed. A comprehensive library of templates, guides, and tutorials gives you the ability to quickly identify key touchpoints for your industry, segment audiences, and create surveys relevant to your business and influencers.



Hierarchal User Permissions and Data Control

Powerful administrative controls mean you determine who gets access to what data and when. Use the user roles to set permissions, restrict access, or configure users' views to drive actions.

Program Management

Once up and operational, the NICE Satmetrix solution practically runs itself. But you'll want to change and fine-tune your program – and therefore your system – as you progress. Use the administrative controls to update data fields, edit surveys, and manage users and permissions. And take advantage of the industry's only built-in self-assessment tool to evaluate your program and get valuable recommendations for increasing utilization, engagement, and program maturity.

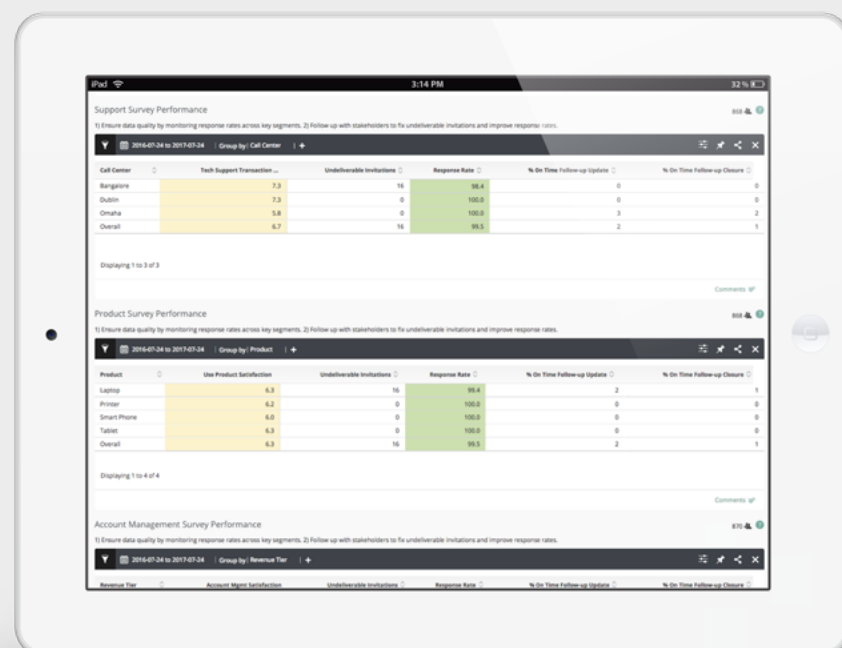
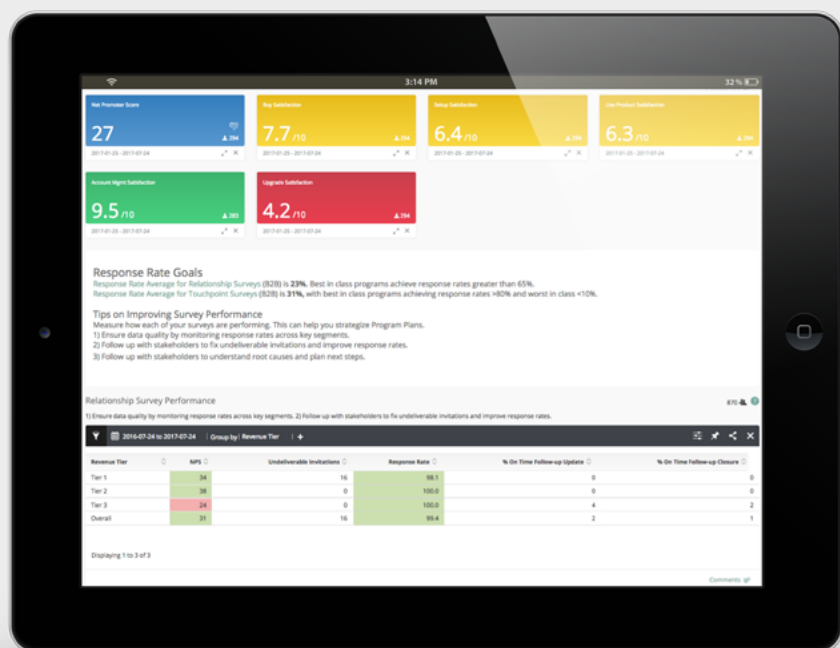


Configurable Reports and Dashboards Drive Action Across the Organization

Insights drive action, so NICE Satmetrix is set up to get the most relevant and up-to-date information into the hands of the people that need it, when and how they want it. The system comes with over 20 preconfigured charts that report on survey and operational data from multiple sources using a variety of analytical techniques to deliver averages, distribution, gap calculations, trending, correlations, and more. And changes made to a survey or other feedback mechanism is reflected instantly in the charts, reports, and dashboards.

Role-Specific Dashboards

NICE Satmetrix's role-based dashboards use real-world experience and use cases to give executives, front-line managers, business leaders, and coaches the actionable insights needed to recover detractors, uncover risks, improve processes, or prioritize investments. Templates and guides help you to organize the data in the actual way users in these roles use it, and advanced filters allow you to drill down into the charts to uncover what you need to improve the customer experience.



Configurable Reporting

Like the dashboards, NICE Satmetrix reports are completely configurable and allow you to build and annotate any data set by role, segment, business, or other use case. Our powerful rules engine lets you schedule and share recurring reports and vary or restrict data by role. The builder supports multiple formats, giving you the ability to distribute any report as a PDF, CSV, PNG, or link. And embed codes make it easy to embed a report into any web or intranet page.

Filter and Explore

Customer experience issues or problems rarely follow a set pattern or rule, so NICE Satmetrix gives you the flexible tools to chase down the cause, regardless of where it takes you. Use the drop-down filters to segment a specific chart or an entire dashboard by any criteria and drill as deep as you need into any data point to discover the root cause, answer a question, or confirm a hypothesis.





Configurable Workflows Ensure Accountability

Insight-driven action and appropriate survey follow-up are indispensable to the CX mission but require definitive structure to ensure accountability. Use the agile self-service controls in NICE Satmetrix to define and automate the workflows and give employees the direction--and push--they need to follow up with respondents and follow through with the associated action plans.

Automated Workflows

Use NICE Satmetrix to respond immediately to customer feedback. Self-service controls and configurable rules let you automatically route all follow-up items to the most appropriate person, depending on the nature of the feedback and the identity of the customer. Automated escalations and monitoring ensure all open action items are on track or closed. Smart scheduling adjusts distributions so escalations are only delivered during business hours.

Configurable Alerts and Escalations

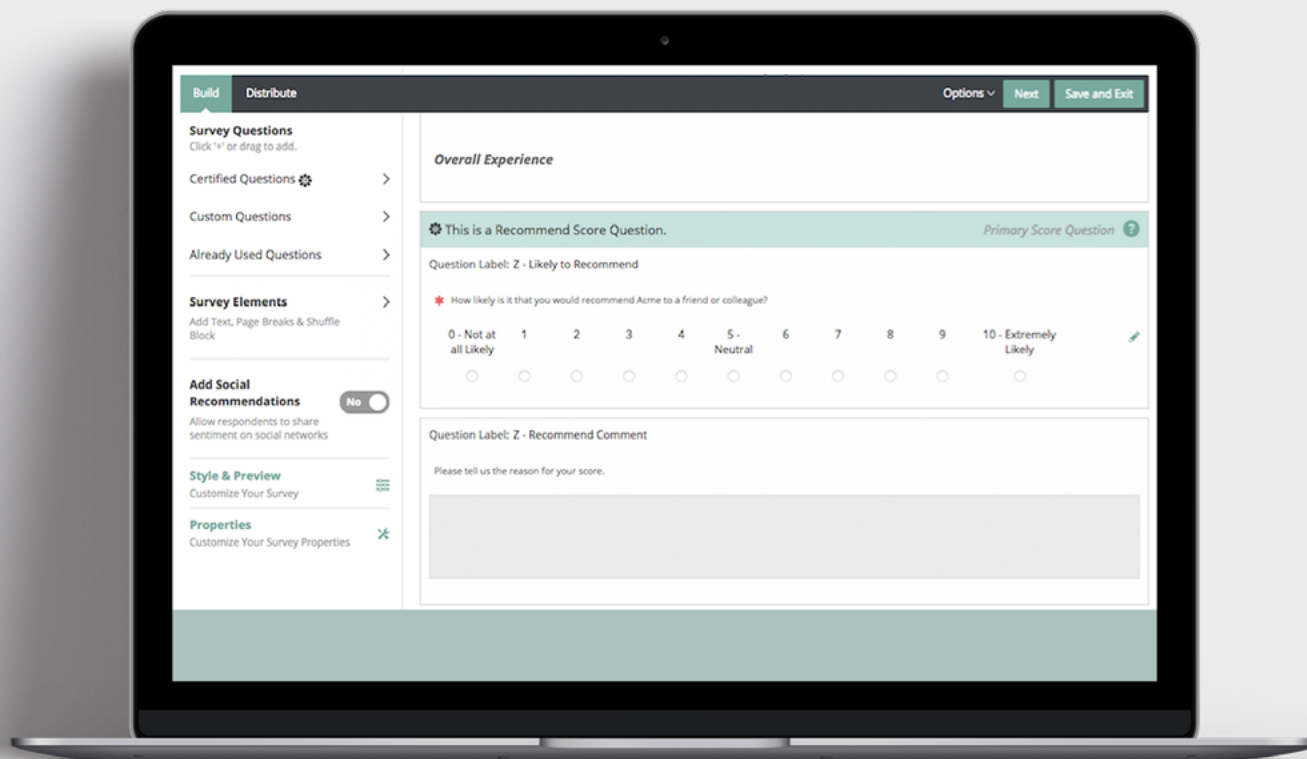
The highly configurable alert rules let you specify the exact conditions for alerting anyone in your organization to customer experience data, whether it's a particular comment, a concerning change in status, or high praise for an employee. Use intelligent alerts, triggered by a change in metric (any metric, over any time frame), to keep up with critical customer activities or movements in sentiment.

Adapt in Real Time with Agile Survey Creation and Management

Smart survey design is a key ingredient of every successful CX program. And NICE Satmetrix provides the blueprint with an advanced self-service survey authoring tool. The capability gives you a choice of battle-tested templates to start with and the editing and testing tools to create and fine-tune everything from the questionnaire and invitation text to the styling of every component that goes into them.

Drag-and-Drop Survey Design

Our graphical, drag-and-drop authoring tool makes creating and editing relationship and transactional surveys a snap. The simple wizard takes you through the whole process, providing you with the best practices for question selection, order, and layout at every step. The comprehensive question template library ensures relevance across all industries, touchpoints, and use cases. Tokens let you personalize, and the WYSIWYG editor lets you change text, as well as customize colors, branding, and general styles. The Draft mode allows you to modify and test active surveys, alerts, and delivery options without compromising the live file or results.



Multi-Channel Feedback

NICE Satmetrix gives you the ability to engage customers in their preferred format or media. Use the authoring tool to create a branded web pop-up survey that can be embedded into any website or Web application. Or get a link you can add in a Web page, QR code, email or anyplace else you interact with your clients online. Or take advantage of our AI engine to create a smart survey for SMS or text that adapts in real-time to the customers' responses. The same technology can be deployed over the phone, allowing you to survey customers via your IVR.

Take Matters Into Your Own Hands, for Maximum Impact and Results

Customer experience happens in real time, in the real world, which means you need agile CX tools to drive improvements on your own terms. Whether its creating or changing a survey or report on the fly, or keeping the organization focused on the task ahead, NICE Satmetrix gives you the self-service controls and guidance to take matters into your own hands, to ensure your customers get the best and most consistent experience possible.

[Request a Demo](#)





Satmetrix

INTERNATIONAL +44(0) 845.371.1040 | NORTH AMERICA 888.800.2313
sales@satmetrix.com | www.satmetrix.com

