NICE·Satmetrix

Next–Level Customer Feedback:

Combine Surveys and Interaction
Analytics for Complete Insights

Overview

With customer experience poised to overtake factors like price and product as the dominant differentiator in just about every industry — and many would argue it already has — a ho-hum approach to customer feedback management and customer data analytics simply won't do. If you're still using a one-dimensional, survey-driven approach to understanding your customers, there's a good chance you're about to get overtaken by your competitors.

The trick you need to master? Pooling every source of data about customer interactions and combining that with the structured feedback your customer surveys deliver. Our ebook will show you how solutions from NICE Satmetrix and NICE Nexidia combine to deliver next-level insights on the customer experience.
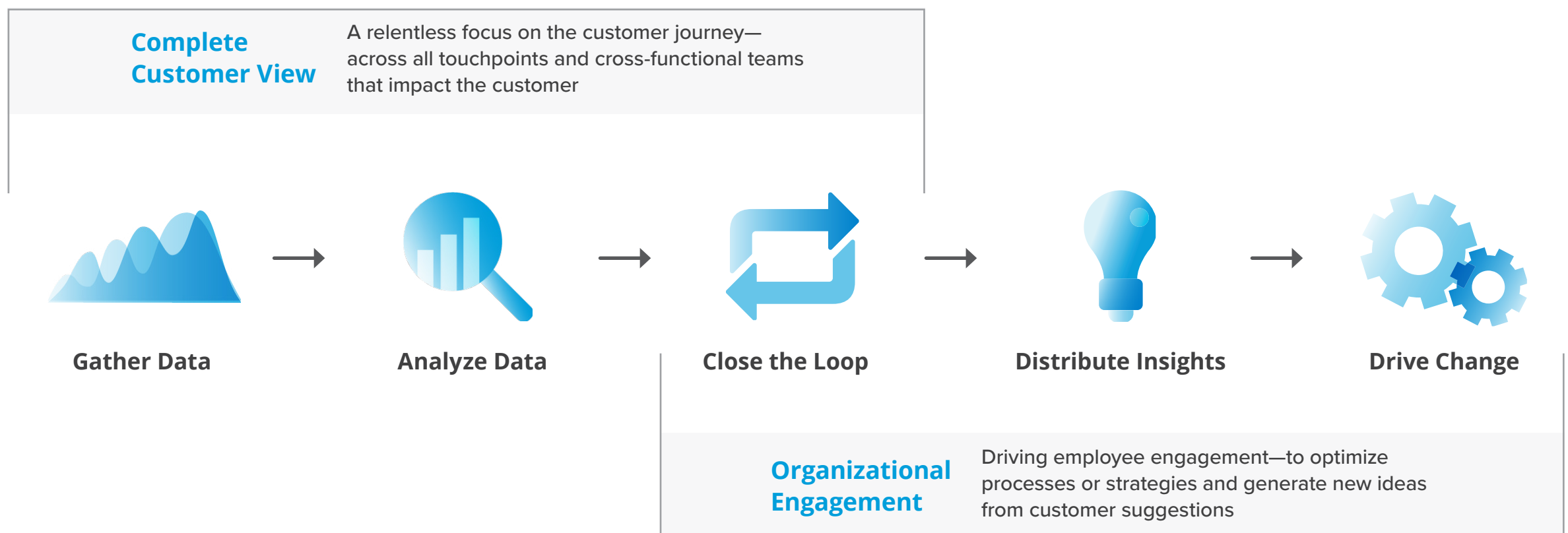
A Quick Refresher
What Does Customer Feedback Management Mean, Anyway?

Let's start by quickly reviewing the concept of a comprehensive customer feedback management program. Whether you call it customer feedback management (CFM), customer experience management (CEM), or voice of the customer (VOC), we're talking about taking a comprehensive approach to improve your business and deliver a lasting competitive advantage.

As a first step, CFM involves gathering customer feedback data from a variety of sources; analyzing the data to understand what the feedback means to your business; closing the loop with customers; distributing the feedback data to the right people at the right time; and driving positive change within your company.

Complete Customer View — A relentless focus on the customer journey—across all touchpoints and cross-functional teams that impact the customer

Gather Data → **Analyze Data** → **Close the Loop** → **Distribute Insights** → **Drive Change**

Organizational Engagement — Driving employee engagement—to optimize processes or strategies and generate new ideas from customer suggestions

A Complete Picture of the Customer Experience

Bring Together Three Streams of Data for Next-Level Insights

Now we'll take a deeper look at the very first step in delivering an exceptional customer experience: Gathering feedback on the customer experience from a variety of sources. That means combining direct feedback (asking your customers what they think) with indirect feedback (mining what they say to and about you for insights) and inferred feedback (using operational metrics as context and to provide additional insights).

Direct Feedback

WHAT CUSTOMERS SAY WHEN YOU ASK

Surveys sent in any channel:
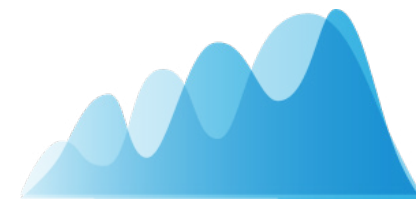- Email
- IVR
- SMS
- Website
- In-app

Indirect Feedback

WHAT CUSTOMERS SAY TO OR ABOUT YOU

Conversations in any format:
- Service call recordings
- Chat transcripts
- Agent notes
- Social media feeds

Inferred Feedback

WHAT CUSTOMERS BEHAVIOR SAYS ABOUT EXPERIENCE

Operational data of any type:
- Wait times
- Paths through the contact center
- Customer profile
- Financial data

Everyone has to start somewhere, so don't despair if you haven't achieved all you aspire to. But don't get stuck in the status quo – figure out how to continue to build out your understanding of the customer experience, deliver transformative insights, and engage employees in CX improvements.

Go Broad and Go Deep

*Pursue Both Dimensions if You're Serious About Change*

What does it really mean to get a "complete" understanding of the customer experience? Is it a broad understanding of the customer experience across every touchpoint in the lifecycle? Or a deep dive into every type of interactions at a particular interaction point? We say that your understanding is only complete when you've done both.

To achieve both breadth and depth, you'll need to effectively combine every type of customer experience data: Direct, indirect, and inferred feedback. Together, NICE Nexidia and NICE Satmetrix collect and analyze every possible input, then present insights suitable for employees in a range of roles, organization-wide.

A Broad-Spectrum Understanding Delivers Context

At its core, the customer experience results from all the different interactions customers have with your brand and team. We organize these touchpoints into what we might call a customer journey, or a customer lifecycle.

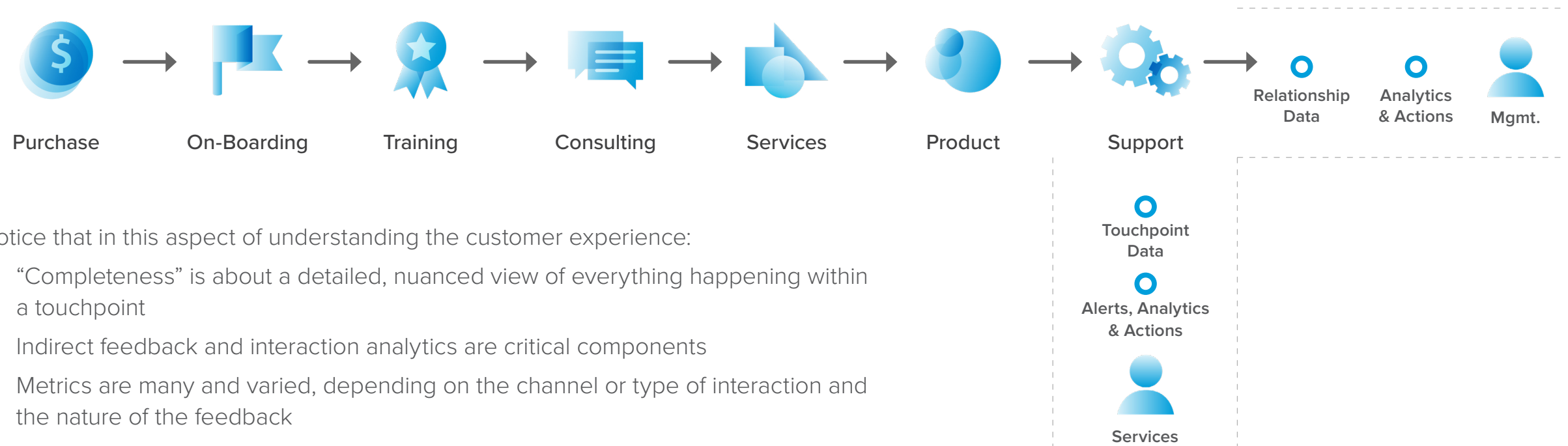| Purchase | On-Boarding | Training | Consulting | Services | Product | Support | Renewal |
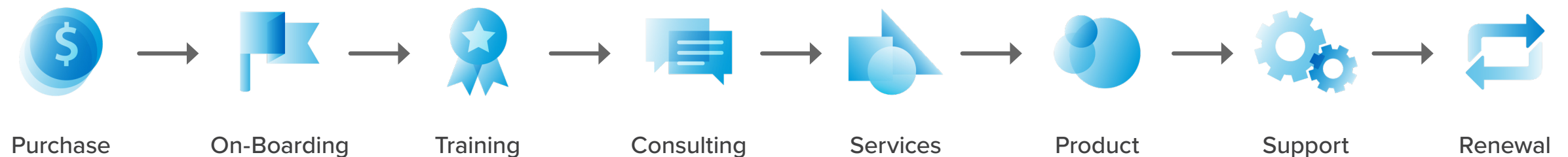
This customer lifecycle view encompasses all stages of the customer relationship and involves interactions with various business functions. A few things to notice about this aspect of understanding the customer experience:

- "Completeness" is about covering the many touchpoints in the lifecycle
- A relationship or loyalty metric like Net Promoter Score® measures the overall relationship
- For each touchpoint, insights are likely to be very high-level, guiding strategic planning
- Executives, leaders, and CX program managers are the primary audience for this view
- Direct feedback has a critical role to play in understanding the overall relationship and touchpoints
- Interaction analytics also deliver insights that span the relationship and touchpoints

Deep Explorations Reveal Actionable Insights

A high-level understanding of each touchpoint is a start, but companies that fail to uncover deep insights about each touchpoint often lack a clear path forward. Diving deeper into each touchpoint reveals more and better insights and — critically — drives effective action.

Within a given touchpoint, there might be many types or channels of customer feedback and data. Taking the support touchpoint as an example, in-depth feedback would include speech-to-text analytics for all recorded interactions and analysis of any text stream such as chat or email. Performance metrics like call handle times and first call resolution help build a more complete view.
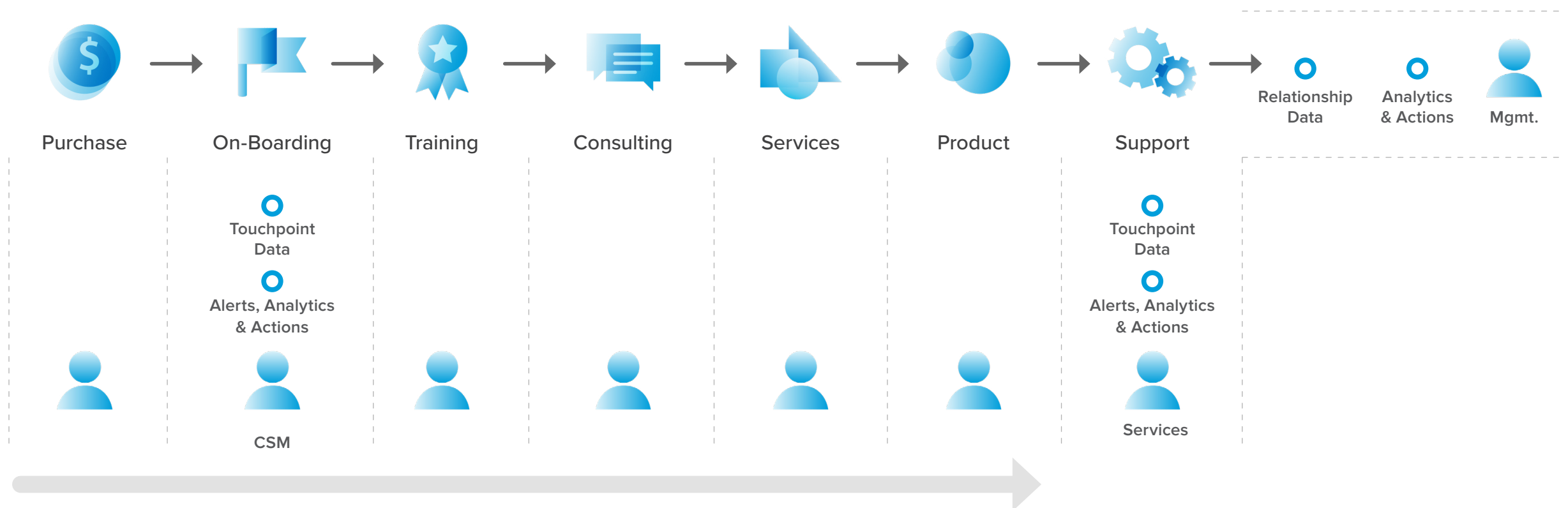
Purchase	On-Boarding	Training	Consulting	Services	Product	Support	Relationship Data	Analytics & Actions	Mgmt.

Touchpoint Data

Alerts, Analytics & Actions

Services

Notice that in this aspect of understanding the customer experience:

- "Completeness" is about a detailed, nuanced view of everything happening within a touchpoint

- Indirect feedback and interaction analytics are critical components

- Metrics are many and varied, depending on the channel or type of interaction and the nature of the feedback

- For a given touchpoint, insights are specific and nuanced, leading to specific corrective action

- Functional leaders and front-line employees are one primary audience

- Data analysts form another critical audience

- Interaction analytics takes the lead here, transforming any stream of speech or text into flexible insights

- Direct feedback can be used to deepen the customer relationship, and to provide complementary ratings in a structured format

Breadth + Depth = Insights that Drive Improvement

When you effectively combine the broad view with the deep view, direct feedback with indirect and inferred feedback, magic happens.

- Reveal a truly complete picture
- Merge structured and unstructured feedback
- Deliver insights tailored to every audience, from executive to analyst to front-line
- Engage your entire organization:
    - Executive action and engagement driven by contextualized insight
    - Front-line and functional team improvement driven by detailed, actionable insights

Purchase → On-Boarding → Training → Consulting → Services → Product → Support

Relationship Data | Analytics & Actions | Mgmt.

Touchpoint Data
Alerts, Analytics & Actions
CSM

Touchpoint Data
Alerts, Analytics & Actions
Services

The more broadly you support deep use cases across stakeholder groups....

... The more engaged your organization will be

Perfect Partners

Direct Feedback and Interaction Analytics Are Stronger Together

Let's look at a simple example of how interaction analytics and direct feedback strengthen one another. The powerful AI sentiment analysis engine in Nexidia Analytics mines 100% of recorded service calls and provides automated feedback on sentiment. Nexidia Analytics' machine learning and AI powered Discovery module can help identify important topics causing low or high sentiment, which can be further quantified by building queries into data sets. In the illustration, we see that sentiment tends to follow a bell curve.

In interaction analytics, the extremes are under-represented, while direct feedback — in the form of surveys — over-represents the extremes. That makes them excellent complements to one another, because one customer's negative sentiment in a survey (a negative extreme) can be in turn quantified across all customer interactions in the contact center. This makes it easier to both qualify the issue as valid and quantify the cost of operationalizing on the information at hand. In this way, survey responses serve to anchor sentiment analysis to reliable extremes, which can speed time to insight greatly, while the speech and text analytics serve to further normalize the information among the masses of interactions. In this way, businesses can be much smarter about how they go about fixing pain points and further honing their strong points.
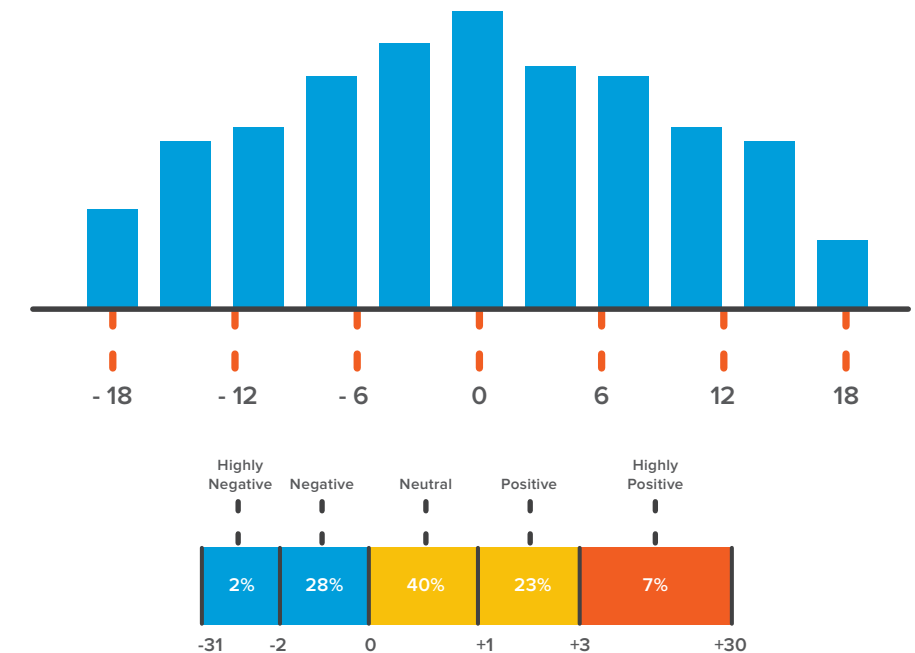
Direct feedback:

- Lets customers knowingly express their opinion
- Can deliver a good cross section of the customer base, including happy/unhappy
- Provides a structured data set
- Crosses all touchpoints, throughout lifecycle

Interaction analytics:

- Provides access to huge data sets
- Captures incredible detail
- Can be adapted to any desired insight
- Crosses all touchpoints, throughout lifecycle

Something for Everyone
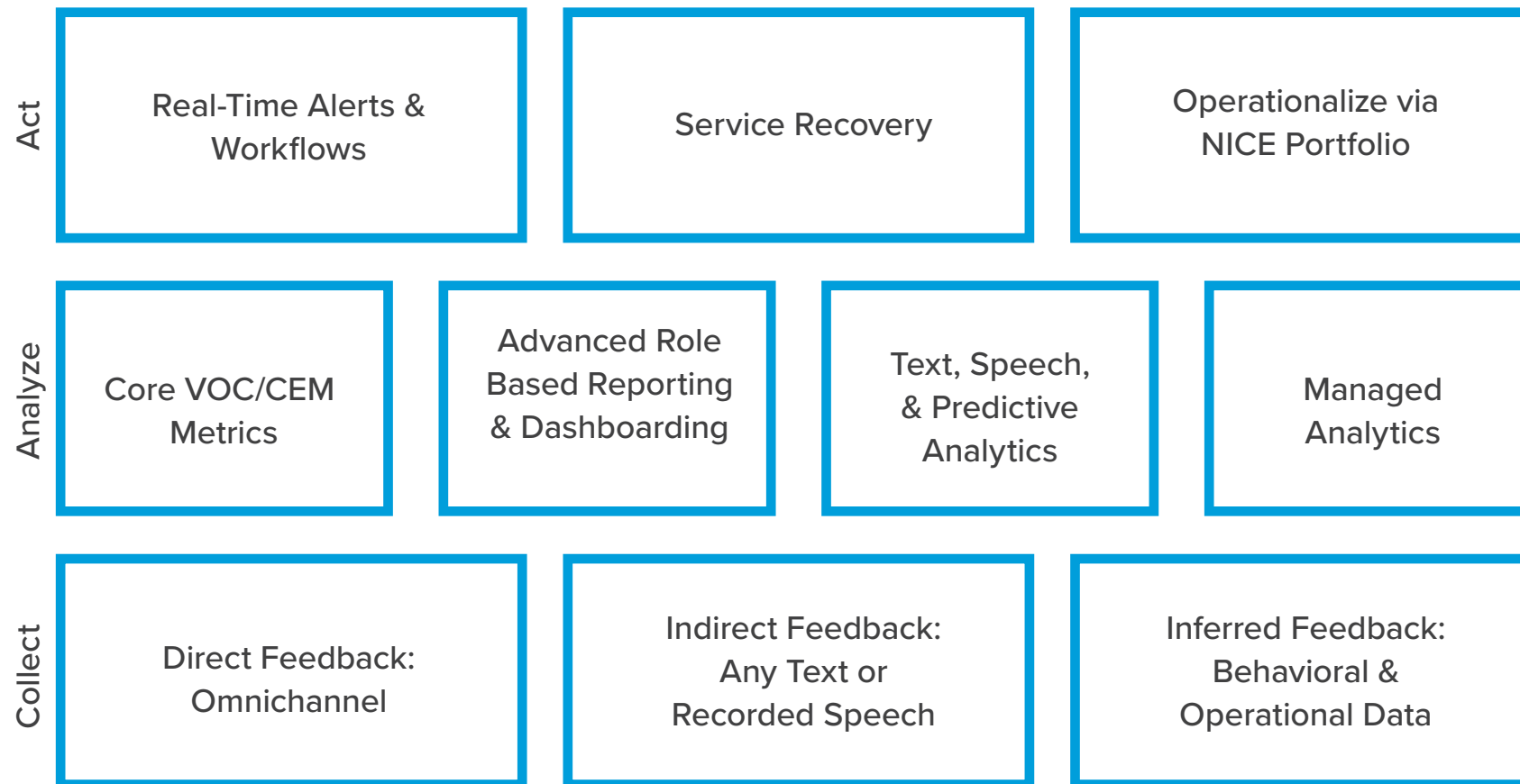## *How Next-Level Feedback Transforms Key Roles*

What matters most about the next-level insights you reveal is how they transform
the capabilities of employees in different roles. We'll take a look at a few.

Role	Current Challenges	With Next-Level CFM Insights
Contact Center Agent	Calls to close the loop are hit and miss, because it's hard to compile a complete picture of the situation.	Integrated insights and complete information allow an immediate connection to customers and facilitate service recovery and relationship repair.
Quality Manager	Random sampling makes it difficult to understand how agents are following up on survey data, or whether they are able to resolve open issues to the customer's satisfaction.	Automatic scoring on all agent interactions gives a more accurate picture of trends or areas where coaching may be needed, while agents are more likely to feel invested in their success – which results in higher customer loyalty and satisfaction downstream.
Manager (Contact Center, Sales Team, etc.)	Incomplete access to day-to-day data and delays in analyst insights slow down responsive action.	Real-time, targeted, configurable dashboards delivered in the most appropriate business application (such as Salesforce or other similar systems) mean managers can reward or coach employees and shift operations quickly when needed.
Analyst	Manual data processing causes delays.	Automated integration of multiple data sources means faster time to insights, easier delivery of findings, and more engaged audiences.
Executive	Delayed access to insights discourages engagement and interest in customer experience findings.	Quick access to comprehensive insights drives informed, confident decision making about areas of investment and focus. Real-time engagement enhances executive reliance on CX data.

NICE Nexidia + NICE Satmetrix = Next-Level Customer Feedback

Together, NICE Nexidia and NICE Satmetrix transform your ability to understand and improve understanding and improving the customer experience. Here's an overview of how the products' capabilities complement each other.

Next-Level Capabilities

Act	Real-Time Alerts & Workflows	Service Recovery	Operationalize via NICE Portfolio
Analyze	Core VOC/CEM Metrics	Advanced Role Based Reporting & Dashboarding	Text, Speech, & Predictive Analytics	Managed Analytics
Collect	Direct Feedback: Omnichannel	Indirect Feedback: Any Text or Recorded Speech	Inferred Feedback: Behavioral & Operational Data

NICE Nexidia leads the market in omnichannel speech and text analytics for organizational transformation. Built on a solid foundation of technology and architecture developed by in-house research and development teams, Nexidia Analytics and Customer Journey Solutions reach above and beyond with unmatched speed, accuracy, and time to insight.

NICE Satmetrix delivers the market's most comprehensive solution for turning customer feedback into transformational action. Built by the co-creators of the Net Promoter Score®, our SaaS solution combines omnichannel data collection with purpose-built analytics and powerful tools for engaging the organization.

A Game Changing Solution to Set You Apart

If you're ready to leap ahead of your competition, find out how we can help you expand and transform your customer experience insights and manage a world-class CX program.

Market-leading NICE Satmetrix software helps companies drive profitable growth, increase customer loyalty, and develop customer affinity. It provides the tools you need to run a world-class customer experience management program.

NICE Nexidia aims to transform organizations by instilling analytics into the very core of everything they do. The Customer Engagement Analytics framework provides ways to uncover valuable insights on customer behaviors over their full journey with an enterprise, using Nexidia Analytics, Customer Journey Analytics, and Predictive Behavioral Routing.

Request Demo

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