

# Feedback Management

Comprehensive customer satisfaction surveys that quantify your customer experience and drive action

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NICE CXone Feedback Management provides customer satisfaction surveys that collect unbiased feedback and deliver immediate comprehensive voice of the customer insights across all channel interactions. Improve your customer experience and employee engagement with an intuitive interface and customizable views enabling agents and supervisors to identify opportunities to self-coach and improve. Simple interactive dashboards allow quick and easy analysis of survey results.

Don't just view survey results – empower leaders to effortlessly see inside the minds of customers to better understand their expectations, perceptions, and needs. Expand beyond the contact center to drive action across departments for optimal business performance.

## OBTAIN DETAILED INSIGHTS FROM THE CUSTOMER EXPERIENCE

Gain a comprehensive understanding of the customer experience to clearly identify strengths and opportunities with omnichannel customer surveys.

- Capture valuable customer data and use it to improve customer experience, satisfaction, and retention metrics.
- Recognize and reward agents who receive positive customer feedback.
- Increase response rates by providing surveys to customers in their preferred channel.

## UNLOCK DETAILED CUSTOMER INSIGHTS

Gain a comprehensive understanding of your customers' experiences, perceptions, and desires to clearly identify improvement opportunities.

- Deliver surveys to customers via voice, chat, SMS, or email to ensure the survey is presented on the channel your customers prefer.

- Gather unbiased feedback from your customers, right after an interaction concludes, while the experience is top-of-mind.
- Retain “whole picture” context with customer feedback by associating it with the corresponding agent and interaction.

## QUANTIFY THE FULL EXPERIENCE

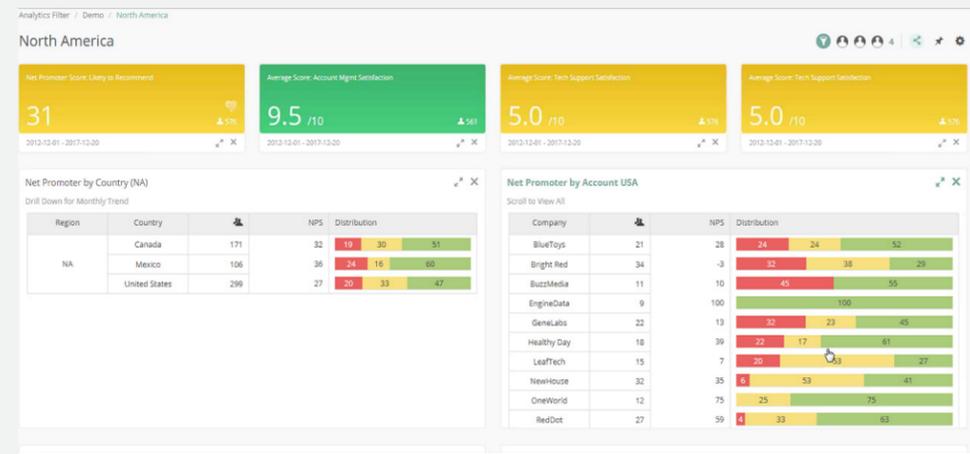
Expand beyond the call center to fit the full lifecycle of the customer journey.

- Fits the full lifecycle of customer journeys, including pre-sales interactions in addition to post-sales service.
- Omnichannel data aggregation and analysis combines feedback from individual channels while retaining the ability to view each individual channel.
- Provides CSAT-oriented post-interaction surveys and NPS-oriented relationship surveys for a holistic view.
- Workflow driven actions provide insights and alerts to create the optimal customer experience across your company.

## BENEFITS

- Gather unbiased feedback from customers on the communication channel of their choice; chat, email, IVR, SMS/text
- Expand insights beyond the contact center to improve customer lifetime value throughout their journey with your business
- Eliminate misinterpretation by funneling feedback straight from the customer to the agent
- Proactively identify positive and negative patterns in agent behaviors
- Achieve greater and faster results through automatic deployment of best practices

## Monitor Net Promoter Score\*



Monitor Net Promoter Score\* by region and account to enable fast action to mitigate any trending issues.

## AMPLIFY COACHING EFFORTS

Easily craft detailed coaching plans based on completed survey data specific to an individual agent or a group of agents.

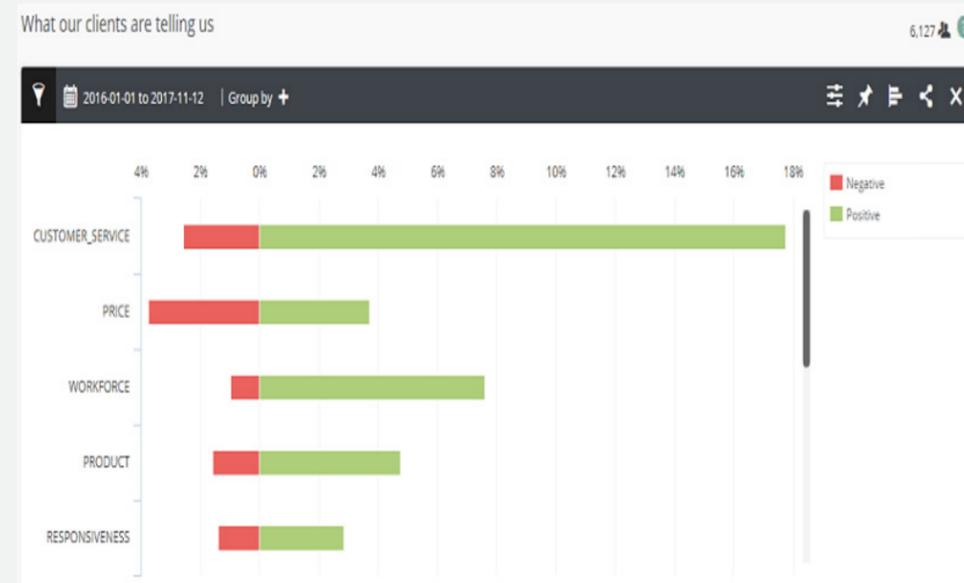
- Increase agent engagement and reduce turnover by providing unbiased feedback from customers directly to agents.
- Empower agents to self-coach and identify opportunities for improvement.
- Encourage agents to take ownership and pride in their work.

## About NICE

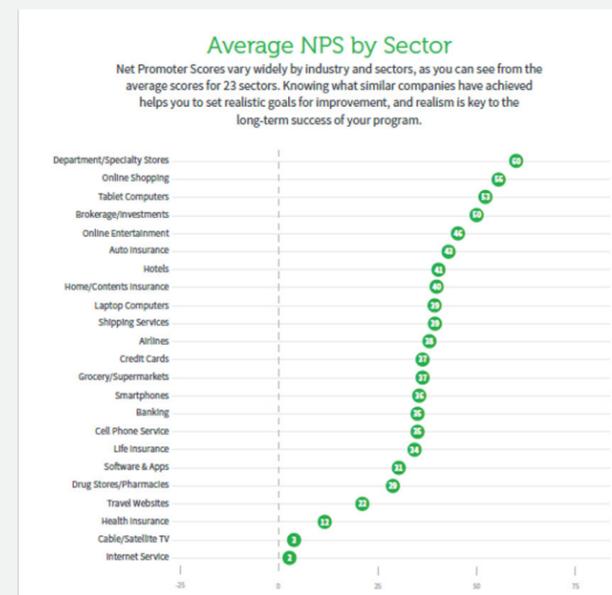
With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXOne, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

[www.nice.com](http://www.nice.com)

## Manage Feedback by Topic



A quick glance at negative and positive feedback across conversation topics makes it easy to determine focus areas for optimization.



The Net Promoter Score\* ranges from 1 to 100, with varying averages across industry.

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