How contact center CX impacts

CSAT, Loyalty and Growth

New research confirms the contact center's direct influence on brand loyalty and growth. Make a bigger impact with a proactive Voice of the Customer (VOC) approach.





lines have a direct influence on Net Promoter Score (NPS)®, customer loyalty, and business growth.

Consumers who say customer

service influenced NPS¹

194%

189%

88%

88%

88%

88%

Consumers who say that interacting with customer service influenced their NPS1

Influence by industry

ONLINE ENTERTAINMENT

INTERNET SERVICE

CELL PHONE SERVICE

TELECOM

CABLE TV SERVICE	87 %
BANKING/FINANCE	

CREDIT CARD BROKERAGE/INVESTMENTS

BANKING	87 %
INSURANCE	
	0/
LIFE INSURANCE	91%

HOMEOWNERS/RENTERS

AUTO INSURANCE

TECHNOLOGY	
SOFTWARE & APPS	97%
COMPUTERS & TABLETS	93%

	SOFIWARE & APPS	
	COMPUTERS & TABLETS	93%
	SMARTPHONES	93%
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A VOC program can help you transform contact center CX from reactive to proactive to deliver greater business impact.

Why proactive customer

service matters

INCREASE NPS AND CSAT

Proactive customer service yields a

full percentage

point increase

in NPS and CSAT.² According to Forrester³, when a brand solves

customer problems quickly, its customers are:

eight times more likely to seven times more likely to stay with the brand spend more with the brand

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An initiative to reach out to customers proactively creates a major opportunity for customer service organizations.4

Gartner

contact center performance

Holistic VOC powers

Benefits of a holistic VOC program:

PROACTIVELY TRANSFORM CX

Act on feedback and

transform CX, at scale.

DRIVE REVENUE

Loyal customers spend more

and refer others.



UNCOVER CX BLIND SPOTS

Identify and resolve issues before

they impact CX.

INCREASE CSAT & LOYALTY

Surprise and delight customers by

proactively resolving issues.





LOWER

OPERATIONAL

COSTS



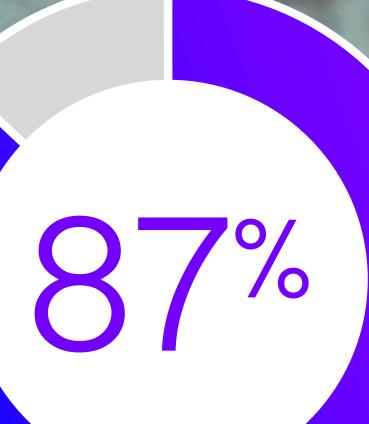
BETTER

CSAT



MORE LOYAL

CUSTOMERS



ROI OPPORTUNITY

HIGHER

PERFORMING

AGENTS

87% of consumers are willing to buy more products if they have an exceptional customer service experience.⁵ Every interaction is a chance to forge lasting bonds between your customers and your brand. With NICE VOC, you

can infuse the voice of the customer into every aspect of the customer journey—from the contact center front lines and beyond—to transform CX, at scale. By combining and analyzing millions of customer interactions, solicited feedback, and operational data in real time, NICE VOC can help your contact center uncover CX blind spots and take immediate action. The result?

Sources ¹NICE Satmetrix 2021 B2C NPS® Benchmarks ² How Proactive Customer Service Will Transform Customer Experience, Blog Article, October 28, 2020, Gartner

⁴ Gartner Predicts 80% of Customer Service Organizations Will Abandon Native Mobile Apps in Favor of Messaging by 2025, Press Release, Jan 12, 2021, Gartner

Higher customer satisfaction, increased loyalty, and better agent performance.

³The CX Professional's Guide To Working With Contact Center Technologies And Leaders, Forrester Report, April 30, 2021

Net Promoter Score, Net Promoter, and NPS are trademarks of NICE Systems, Inc., Bain and Company, Inc., and Fred Reichheld.

sales@satmetrix.com

⁵2019 NICE inContact Customer Experience Transformation Benchmark, Global Consumers

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