

Drive VOC Value by Extracting Actionable Insights, at Scale

A Voice of the Customer (VOC) program can only provide so much value without strong analytics to support it. Analytics can help you answer the hard questions about your customers' loyalty and give you the organizational support to continually improve the customer experience.

DATA ANALYSIS: GENERATE INSIGHTS THAT DRIVE PERFORMANCE

Your insights are only as good as the analytics that generate them. Our analytic engines are built on the back of our unrivaled successes with improving customer experience for companies around the globe. We know you value accuracy (we do too!), so we continually refine and recalibrate our algorithms to reflect the latest best practices, based on real-world results.

NICE FEEDBACK MANAGEMENT COMES RIGHT OUT OF THE BOX WITH



Powerful analytic engines to generate actionable insights



Flexible reporting to collaboratively share the findings



Advanced analytics to plan and take action across your organization

KEY DRIVER ANALYSIS

Focus on the moments that matter. Our correlation engine uses regression and other statistical methods to separate the signals from the noise, allowing you to key in on the issues driving loyalty, and other important performance metrics.

TEXT AND SPEECH (INTERACTION) ANALYSIS

Mine customer calls, text comments, and social media for insights, at scale. Advanced AI and algorithms use natural language processing (NLP) to break down customer commentary into its constituent parts, extracting sentiment scores and trends from written and spoken conversations—across 18 different languages.

INDUSTRY NLP PACKS

Each industry has its own vernacular, which can impact how customers express praise and disapproval. We've built industry packs, like those for healthcare and hospitality, to recognize industry-specific language and terminology to ensure high accuracy when translating speech and text to sentiment.

SENTIMENT ANALYSIS

Looking at *when* and how *often* customers say something about your brand can be as important as what they're actually saying. With our sentiment analysis engine, you can go beyond words and factor in phrase frequency and placement to get a more accurate measurement of customer sentiment.

CUSTOM METRICS

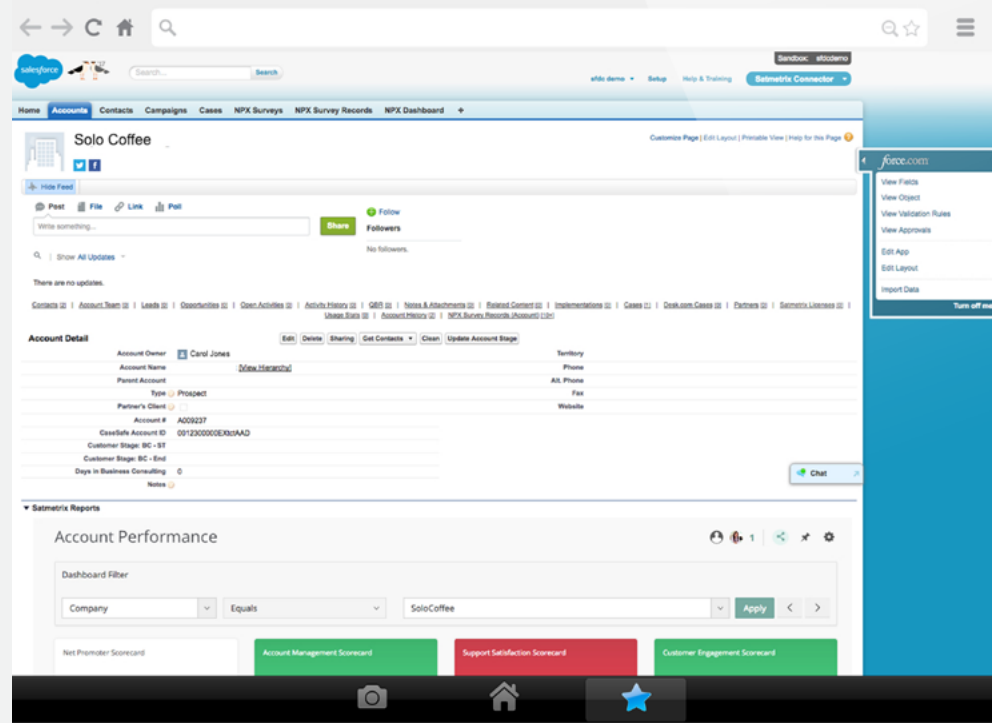
Create custom metrics to track the specific performance indicators most important to your business or industry.

WEIGHTING

Cultural (and other) preferences matter, especially when trying to normalize customer experience findings across multiple regions or demographics. Use weighting to assign additional importance to specific segments and metrics and eliminate biases that can skew your results.

COLLABORATIVE REPORTING: SYNC UP AND WORK TOWARD THE SAME GOALS

Improving the customer experience is a shared responsibility. And NICE Feedback Management gives you the flexible and collaborative reporting that gets everyone in your organization on the same page, working toward the same goals.



ROLE-BASED DASHBOARDS

Give everyone the information they need, when they need it. More than 20 preconfigured dashboards use real-world experience and use cases to deliver real-time, actionable and curated insights for key cross-functional roles across your organization.

COLLABORATIVE REPORTS

Quickly create, annotate, and share reports with any colleague in- or outside your company via PDF, CSV, PNG, or web link. Configurable controls help you filter by segment, business, and more. And so everyone gets *just* the info they need, a powerful rules engine lets you schedule and share recurring reports and vary or restrict data by role.

METRIC-BASED ALERTS

Empower your teams to take real-time action. Use intelligent alerts—triggered by a change in any metric, over any time frame—to keep up with critical customer activities or movements in sentiment.

ADVANCED FILE IMPORT & EXPORT

With the self-service interface, you can manually or automatically import (or export), and map external contact, survey, or any other data into NICE Feedback Management.

DATA CONNECTORS

Create a single view of your customer experience. Use the connector platform or the well-documented API set to bring in and integrate operational—or other relevant customer data—from any cloud or on-premise business system.

WEB OBJECT EMBEDDING

Engage employees by embedding charts and graphs directly into Salesforce or any other popular CRM and business application, or place custom or external charts or reports into your instance.

ADVANCED FILTERING

Love digging into the details? You can go three levels deep into any chart, dashboard, report, or data point. Segment, filter, and sort data by time, region, group—or any number of factors—to uncover root causes, answer questions, or confirm hypotheses.

CROSS TABULAR ANALYTICS

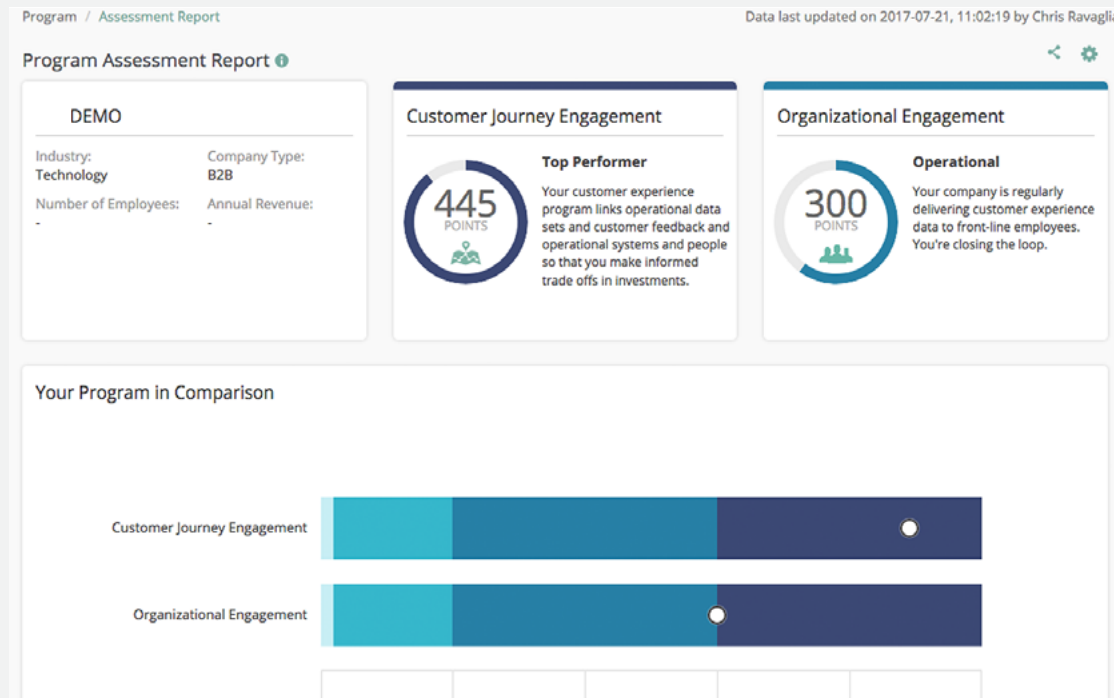
Advanced statistical methods empower you to dig deeper into the data and explore the relationships among multiple variables. Use the crosstabs feature to uncover new insights, confirm a hypothesis, or isolate an outlier.

SIGNIFICANCE TESTS

A number changed, but is it meaningful? Use our proprietary algorithm to test the significance of the variation in Net Promoter Scores® (NPS®) within or across a data series or all data points.

SMART PLANNING: TAKE PRESCRIPTIVE STEPS TO IMPROVE OUTCOMES

NICE VOC analytics connects the past to the future, providing the key insights you need into the root causes of customer experience problems and gaps, so you can create forward-thinking action plans to fix them.



CUSTOMER GRAPH

Get a big-picture view of account health and your customer journey over time—from the perspective of your customers. Line graphs and heat maps help you visualize performance across touchpoints and channels. Built-in visual cues highlight the correlation between touchpoints and loyalty, helping you to identify opportunities for improvement.

PREDICTIVE ANALYTICS

Picture a happier future. Identify what's driving dissatisfaction and use our powerful AI engine to model remedial action outcomes, based on past performance. The Embed Web Object tool delivers your custom reports within the app.

CONTACT CENTER JOURNEY ANALYTICS

Get a broad overview of your contact center performance across every interaction point. You'll gain a deeper understanding of how the channels (IVR, web chat, call center) can work together better to resolve customer issues faster.

TEXT ANALYTICS

Get a window into the thoughts and perspectives of your customers over time. Use the Text Analytic engine to automatically process and tag mass volumes of messages, then use the steam, area, and line charts to visualize negative and positive sentiment, to identify and prioritize areas of improvement.

NPS BENCHMARKS

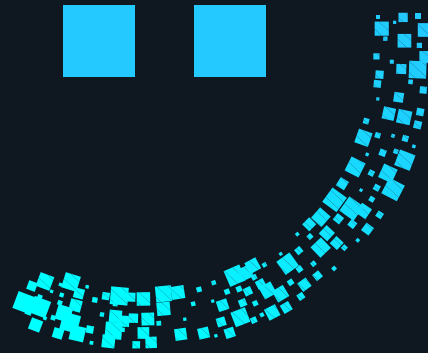
Take advantage of the industry's most complete and trusted B2C and B2B NPS benchmarking reports. Use the filterable charts and reports to see how you stack up against the competition and gain invaluable insight into what your organization can do to improve performance.

PROGRAM ASSESSMENT

Keep improving your VOC program with the industry's only interactive program assessment tool. Measure your program health and get expert recommendations on how to improve utilization, engagement, and performance.

TAKE YOUR PROGRAM TO NEW HEIGHTS

Analytics are the engine that drives customer experience programs. At NICE, we give you the powerful and accurate algorithms, collaborative reporting, and big-picture analytics you need to push your CX program to new heights and find better, more innovative ways to give your customers the most consistent, positive experiences.



About NICE

With 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.

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