NICE

Eight Best Practices
for Designing a Holistic VOC Program

Transform your contact center.
Transform your customer relationships.

In times of constant change, the brands that can adapt to shifting circumstances are the ones that thrive. That takes insight.

Today's transformed digital customer journeys are more complex—and every touchpoint is a make-or-break opportunity to build a long-term customer relationship.

To gain actionable CX insights that will help your brand increase loyalty and reduce churn in this omnichanel environment, it's time to reimagine your Voice of the Customer (VOC) program. This best practices checklist will help you get started.

Here's your checklist for a modern VOC program:

1 DIGITAL OMNICHANNEL

Modern customer journeys move fluidly across touchpoints—from email to POS transactions, from SMS texts to calls with customer service agents. These experiences are all interrelated, so inputs collected at every touchpoint should connect to deliver meaningful insights for omnichannel digital customer journeys.

2 CUSTOMER JOURNEY BASED DESIGN

To optimally impact and lead cross-functional experiences, your VOC program framework should be centered around your customers. Strive to eliminate technology barriers that stand in the way of streamlined data collection, assessment, and utilization, so your VOC program can share CX data across your organization faster, and with less friction.

3 TARGETED AND ACTIONABLE

Actionable VOC insights are the key to improving NPS®, CSAT, an d other KPIs. Design your program around specific business outcomes and look for VOC technology that can holistically analyze all the touchpoints that drive satisfaction and loyalty—direct and indirect feedback, contact center interactions, and operational data—so your program can drive actions that really move the needle.

4 TEXT AND SPEECH ANALYTICS

Customer journeys are shifting daily. In addition to surveys, feedback collected from conversations with customer center agents can be incredibly enlightening. Your holistic VOC program should incorporate text and speech analytics in order to maximize omnichannel insights that inspire action.

5   HYPER-PERSONALIZED

Relationships are personal. When a front-line contact center agent is aware of multidimensional influences on their customer in real time, they can deliver the kind of hyper-personalized service that turns a detractor into a promoter. Successful omnichannel VOC programs ensure that the right people have access to the right CX insights at the right time.

6   PREDICTIVE AND PRESCRIPTIVE

Get proactive about improving CX. Using artificial intelligence (AI) and machine learning, your holistic VOC program can adapt in real time and close the loop on CX outcomes. By automating workflows and accelerating service recovery, you can reduce operational costs and improve customer loyalty.
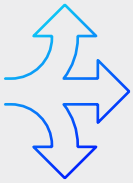
7   ADAPTIVE AND FLEXIBLE

In dynamic times, a VOC program that is designed to respond to change as it happens will have the highest chance of delivering ROI. So, when customer touchpoints shift from in-person to remote customer service, your customer feedback can shift and flow seamlessly along with it.

8   REPORTING, METRICS, KPIS

A successful omnichannel VOC program is measured by the business impact it delivers. That's why the most successful programs focus on cross-functional KPIs, such as customer churn, NPS, and CSAT. It's good to focus on a convergence of analytics, presenting correlations from a multitude of direct, indirect, and operational feedback.

The only complete solution built from the ground-up to operationalize customer feedback insights all along the customer journey, NICE breaks down barriers between VOC initiatives and the contact center to deliver a comprehensive understanding of the customer experience.

To align your VOC to changing customer journeys, and drive transformational change for your brand, request a demo of NICE today.

Request Demo

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.

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