MetriStar Top Provider Award

Voice of the Customer Platforms

NICE

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Metrigy 2023 MetriStar Award: NICE

Category: Voice of the Customer Platforms

Nice has earned the Metrigy MetriStar Top Provider Award for Voice of the Customer (VoC) Platforms. The value of the MetriStar Award is that it is based on both customer ratings of providers and quantitative metrics correlating the use of a vendor's products and services with measurable business success. NICE offers VoC as part of its CX Analytics suite, aimed at ensuring employees have the information they need at hand to make the best decisions during customer interactions.

Product Category

Voice of the Customer Platforms: VoC platforms gather feedback from customers about their experiences, preferences, and expectations with a company and its brand, products, and services. Tools in this category allow companies to collect data through direct surveys, interviews, or focus groups. They also may incorporate that data with third-party review sites or social media, as well as passive measures, such as website statistics. The goal is to combine VoC feedback and use it to improve customer experience (CX) and loyalty, relying on dashboards, automated workflows, and policy-based alerts. Artificial intelligence also may play a role by taking action based on feedback or predicting events.

Award Description

MetriStar recognitions are as follows:

- **MetriStar Top Provider -** Recognizes technology providers whose customers achieved high business success ***and*** achieved above-average customer sentiment ratings
- **Top Business Success -** Highlights providers with above-average percentage of customers achieving business success
- **Top Customer Sentiment -** Highlights providers with above-average customer sentiment scores

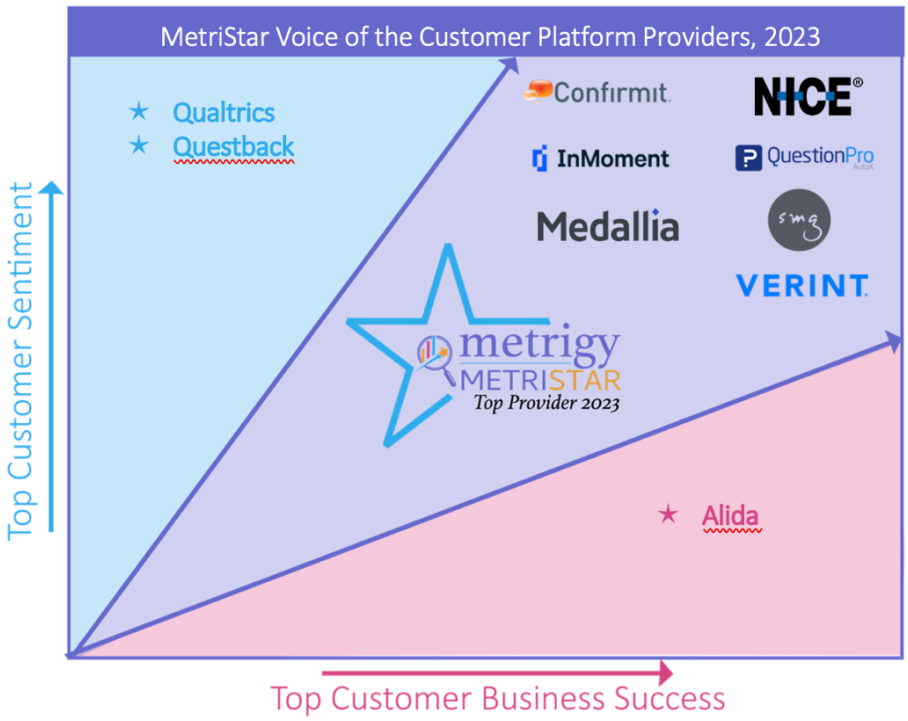


Figure 1: MetriStar Voice of the Customer Platform Providers, 2023 ***(names in alphabetical order)***

Research Methodology

Business Success

Research participants of our *Customer Experience MetriCast 2023* research study provide data on before-and-after changes in business metrics (revenue, costs, customer ratings, and employee efficiency) resulting from the use of VoC platforms.

In the first sub-column of each section in Figure 2 below, we show how many participants said their deployment of VoC platforms improved the metric, made it worse, or resulted in no change. The second sub-column shows the percentage improvement or degradation for each metric. We calculate the overall mean for each metric using *all* figures—even 0% for those with no change. Research participants with at least half of their metrics greater than or equal to the overall mean are placed in the success group. The purple row below shows the average score of the success group.

Voice of the Customer (VoC) Platform Business Metric Changes, 2023								
Change	**Revenue**		**Costs**		**Customer Ratings**		**Employee Efficiency**	
	How many?	Mean change	How many?	Mean change	How many?	Mean change	How many?	Mean change
Improved	42.3%	24.0%	41.8%	-21.3%	55.2%	22.5%	50.4%	24.7%
Made worse	6.7%	-16.7%	12.0%	21.6%	6.7%	-19.8%	6.7%	-27.4%
No change	41.2%	0.0%	38.4%	0.0%	31.2%	0.0%	36.0%	0.0%
Success Group Average Change	**22.0%**		**-17.6%**		**20.6%**		**19.8%**	
Unsure responses may result in "How many?" columns totaling < 100%								

Figure 2: Voice of the Customer (VoC) Platform Business Metric Changes, 2023

We then calculate the percentage of each provider's customers in our study that are in the success group. For VoC providers, 7.1% to 46.2% of each company's customers were in the success group, with the average at 25%. *NICE customers saw measurable success: 43.3% of them were in the research success group—among the highest of all providers Specifically, NICE's success group saw a 26.4% revenue increase, 13.2% cost decrease, 12.0% customer ratings improvement, and 21.0% improvement in employee efficiency.*

The majority of companies across all categories in the *Customer Experience MetriCast 2023* study see improvements in their business metrics. But some find their metrics either stay flat or worsen with the addition of a new CX technology. For example, the cost of buying, implementing, and training may increase costs before savings emerge. Customer ratings (and revenue) may drop because some don't like the new technology, the technology is not implemented or integrated well, or it doesn't save them time. Employee efficiency may suffer if training was poor and employees (in customer service, sales, or other areas of the company) weren't able to determine how to use the technology to automate some of their manual functions, deflect live calls, or add new value to an existing interaction.

Customer Sentiment

In addition to business success, we ask research participants to rate provider performance on a variety of areas, as noted in Figure 3 on the following page. The rating scale is 4 = Excellent, 3 = Good, 2 = Just OK, and 1 = Poor. For VoC platform providers, overall average customer sentiment score is 3.14, with individual provider scores ranging from 2.79 to 3.27.

Figure 3 also shows how each individually rated provider scored relative to the average across each of the categories rated. *NICE's overall score was 3.22, with ease of programming (3.30), cost of the tool (3.28), and integration with other apps (3.27) as its top-performing areas.*

2023 VoC Platform MetriStar: Customer Sentiment Ratings vs. Average, by Provider									
Provider	Programming configurability of the tool	Response time to problems and questions	Ease of programming	Customization of tool	Integration with other apps	Reporting or output capabilities	Artificial intelligence capabilities	Cost of the tool	Average Score
Alida	▼	▲	▼	▼	▼	▼	▲	▼	▼
Concentrix	▲	▼	▼	▼	▲	▲	▼	▼	▼
Forsta (Confirmit)	▼	▲	▲	▲	▲	▲	▲	▲	▲
CustomerGauge	▼	▼	▼	▼	▼	▼	▼	▼	▼
InMoment	▲	▼	▲	▲	▲	▼	▲	▼	▲
Medallia	▲	▲	▲	▲	▼	▼	▼	▲	▲
NICE	▲	▼	▲	▲	▲	▲	▲	▲	▲
Qualtrics	▲	▲	▲	▲	▲	▲	▲	▲	▲
Questback	▼	▲	▲	▼	▲	▲	▲	▼	▲
QuestionPro	▲	▼	▲	▲	▲	▼	▲	▲	▲
SMG	▼	▲	▼	▲	▼	▲	▲	▲	▲
SurveyMonkey	▼	▼	▼	▼	▼	▼	▼	▼	▼
Verint	▼	▼	▲	▼	▲	▲	•	▲	▲
Average Score	3.15	3.15	3.19	3.18	3.15	3.18	3.08	3.08	3.14

Other providers were rated and factored into the average scores, but they didn't garner enough responses to be counted individually.

LEGEND ▲ = Above average ▼ = Below average

Figure 3: 2023 VoC Platform MetriStar: Customer Sentiment Ratings vs. Average, by Provider

MetriStar Summary of Results

The results for the categories that comprise the VoC platform MetriStar are described here:

- **MetriStar Top Provider -** Research participants rate these providers at least 3.14, ***and*** at least 25% of each provider's customers are in the Metrigy Success Group. These providers—Forsta (formerly Confirmit), InMoment, Medallia, NICE, QuestionPro, SMG, and Verint—have earned a MetriStar Award. All received high sentiment scores, and customers documented above-average business success through the use of their products and services.
- **MetriStar Top Business Success -** One additional provider—Alida—was recognized as having at least 25% of its customers in the success group.
- **MetriStar Top Customer Sentiment -** Two additional providers—Qualtrics and Questback—earned at or above a 3.14 customer sentiment score.

Companies Rated

Metrigy received input for a total of 17 VoC platform providers. Of those, we received enough ratings for 13 companies. Providers that did not receive enough ratings to be counted individually are Alchemer, Google, Maritz CX, and Upland.

Metrigy's Take

For the second year running, NICE performed better than any other provider in Metrigy's MetriStar program, winning six MetriStar Top Provider Awards and one Top Business Success Award in 2023. That NICE is even a contender in half of the 14 MetriStar categories speaks to the depth of its customer experience portfolio. Not only does NICE offer a cloud contact center platform, complete with a host of voice and digital channels, but it also has an extensive application portfolio that meets the needs of most any customer experience organization. Besides VoC, the product list includes agent assist, AI-enabled IVR,

analytics, conversational AI, self-service knowledge base, workflow automation, workforce optimization, and many more. Additionally, with its open cloud platform, NICE supports deep integrations with third-party applications, particularly related to collaboration, CRM, and ERP. For companies committed to maintaining their own contact center, NICE also has an on-prem platform option.

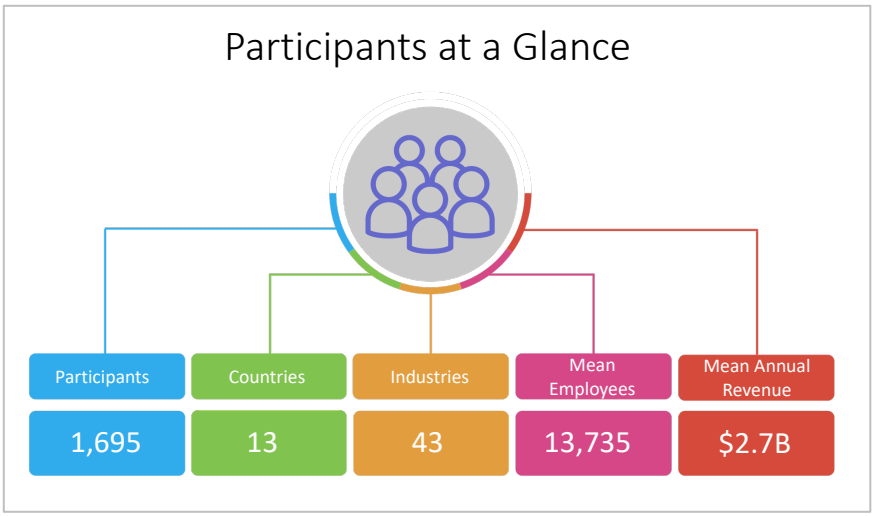
With NICE's VoC platform, companies can solicit feedback from customers immediately following interactions across a variety of channels—a best practice Metrigy found among the most successful companies in our recent *Customer Insights and Analytics: 2023-24* global research study with 579 organizations. From this feedback data, companies can gain in-the-moment as well as historical insight on what customers think, how they feel, and what they need. With this knowledge in hand, CX leaders can develop strategies and processes to optimize customer interactions, driving up customer satisfaction ratings while also improving the agent experience.

Understanding the voice of the customer has become a critical component of most CX analytics programs, and NICE stands above on a variety of fronts.

- Via CXone Feedback Management, companies can gather and analyze customer feedback from email, interactive voice response, online, and SMS, delivering insights to agents for remediation of current issues occurring among the customer base. Additionally, these insights provide a historical view, informing agents regarding their engagement performance over time.
- Leveraging the NICE Enlighten AI engine with feedback data, companies can assess customer sentiment against agent behavior, gaining an understanding of how to drive improvements in customer satisfaction, agent performance, and other key business success metrics.
- Using NICE VoC, companies not only can solicit customer feedback, via surveys, from within interaction channels, but also passively monitor and analyze those interactions for sentiment. This provides a dual view for more informed decision making.
- Because NICE supports the ability to gather feedback from different channels, companies can follow the best practice noted above to achieve a higher response rate from customers.
- With the understanding that positive customer feedback can be a powerful motivator for agents, supervisors can use the VoC platform to issue recognitions and rewards based on that data. This optimizes the agent experience.

Study Overview

Metrigy conducted our global ***Customer Experience MetriCast 2023*** research study in January 2023. We surveyed 1,695 CX leaders from organizations headquartered in 13 countries from three regions (North America, Europe, Asia-Pacific). In this study, we gathered detailed information on CX technology adoption plans, current and planned spending, provider adoption, plans for changing providers (and why), applications in use, provider ratings, business success, and more. We analyzed both quantitative and open-ended qualitative commentary from CX leaders on what they like most and least about their providers.



The MetriStar output from the study focuses on the provider ratings and associated business success for the following areas: contact center-as-a-service (CCaaS), on-premises contact center platforms, agent assist software, communications platform-as-a-service (CPaaS), workforce optimization (WFO) suites, conversational AI, self-service knowledge bases, visual engagement applications, voice of the customer (VoC) platforms, contact center platform management, marketing automation software, workflow automation tools, customer relationship management (CRM) platforms, and fraud prevention.

To get more details on this and other research, please visit www.metrigy.com.

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