

Welcome to CustomerCONNECT Keynote



Customer**CONNECT**
Listen. Evaluate. Improve.

The Future of VoC is
Coming Fast. Ready?



FEATURED SPEAKER

Jackie Potts

Director of VoC Strategy

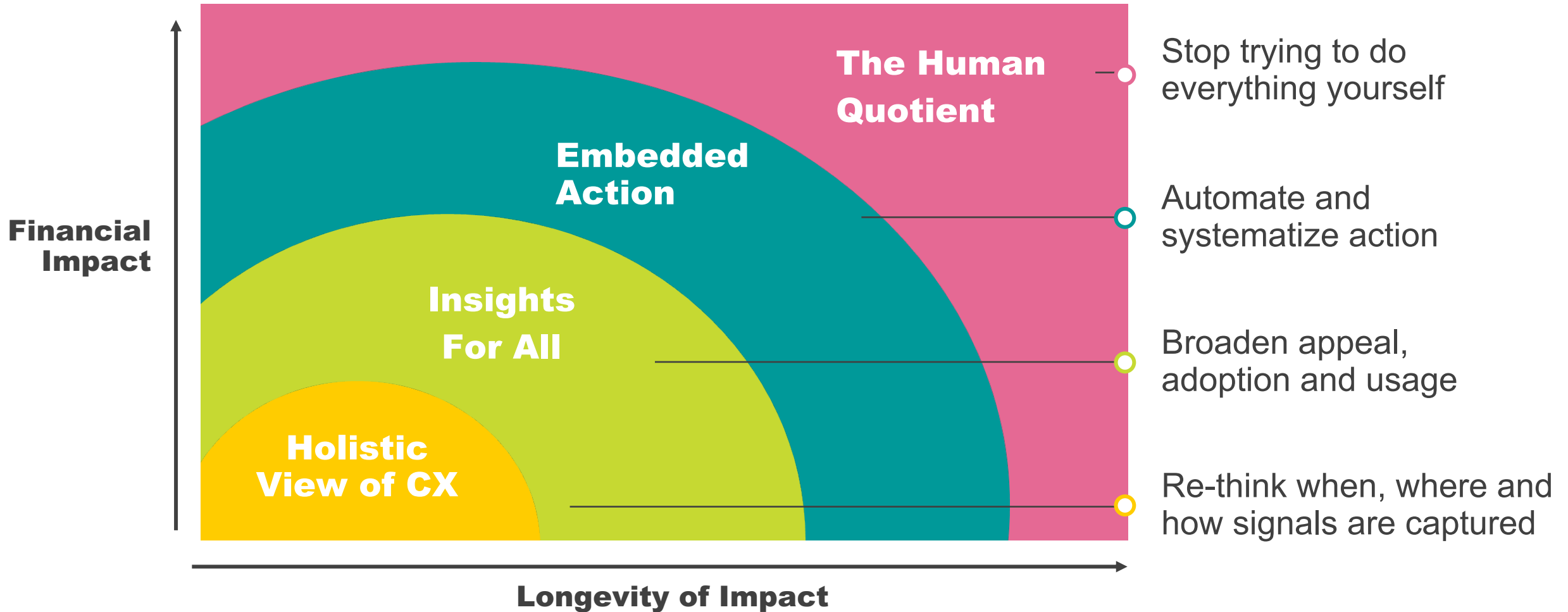


CONCENTRIX[™]



**“Nothing happens until
something moves.”**

The 4 Horizons of Evolution



Business Practice Blueprint

Holistic View of CX	Insights for All	Embedded Action	The Human Quotient
1 Capture a full view of CX	6 Humanize feedback	11 Apply employee perspectives	16 Build cross-functional accountability
2 Modernize surveys	7 Distribute feedback in live-time	12 Communicate the CX mission	17 Lead from the top-down
3 Align on key metrics	8 Unstructured insights for all	13 Integrate CX into employee lifecycle	18 Focus on root causes and actions
4 Centralize sample management	9 Provide longitudinal views of CX	14 Orchestrate via closed loop	19 Prioritize recommendations
5 Integrate additional data sources	10 Adopt a single system of truth	15 Drive collaborative action planning	20 Track, quantify and socialize success

Business Practice Blueprint

Holistic View of CX	Insights for All	Embedded Action	The Human Quotient
1 Capture a full view of CX	6 Humanize feedback	11 Apply employee perspectives	16 Build cross-functional accountability
2 Modernize surveys	7 Distribute feedback in live-time	12 Communicate the CX mission	17 Lead from the top-down
3 Align on key metrics	8 Unstructured insights for all	13 Integrate CX into employee lifecycle	18 Focus on root causes and actions
4 Centralize sample management	9 Provide longitudinal views of CX	14 Orchestrate via closed loop	19 Prioritize recommendations
5 Integrate additional data sources	10 Adopt a single system of truth	15 Drive collaborative action planning	20 Track, quantify and socialize success

Capture a full view

but apply some logic

VOC isn't a survey-only exercise.



Kelly sends a **tweet**, polling her network for auto insurance recommendations. 3 out of 5 friends **recommend ABC Insurance**

She goes to **ABCInsurance.com** for a quote and quickly gets overwhelmed with the online application. She leaves feedback in the online **feedback tab**

Kelly **calls** and reaches the **IVR**. She gets frustrated with how long it's taking to get to a rep. Right before she hangs up, a rep answers

The **rep** carefully listens to Kelly, offers to help her complete the application. Kelly **expresses her appreciation**

Kelly takes a **survey** about her **call experience**. She mentions not yet receiving a welcome kit

Post-survey, Kelly gets a **text** welcoming her to the ABC Insurance family with links to activate her online profile

Goodbye surveys? Not so fast.

Reason #1

Social desirability, self-monitoring

Reason #2

Conversation doesn't reveal expectations

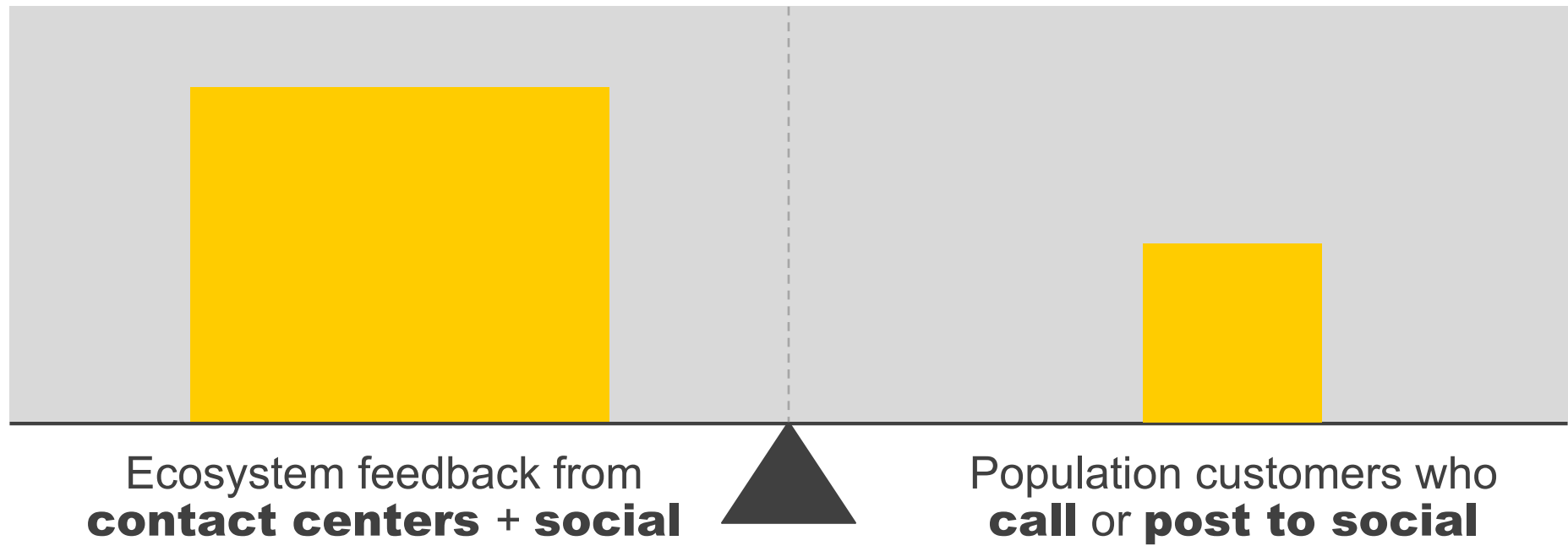
Reason #3

Attitude-behavior inconsistency effects

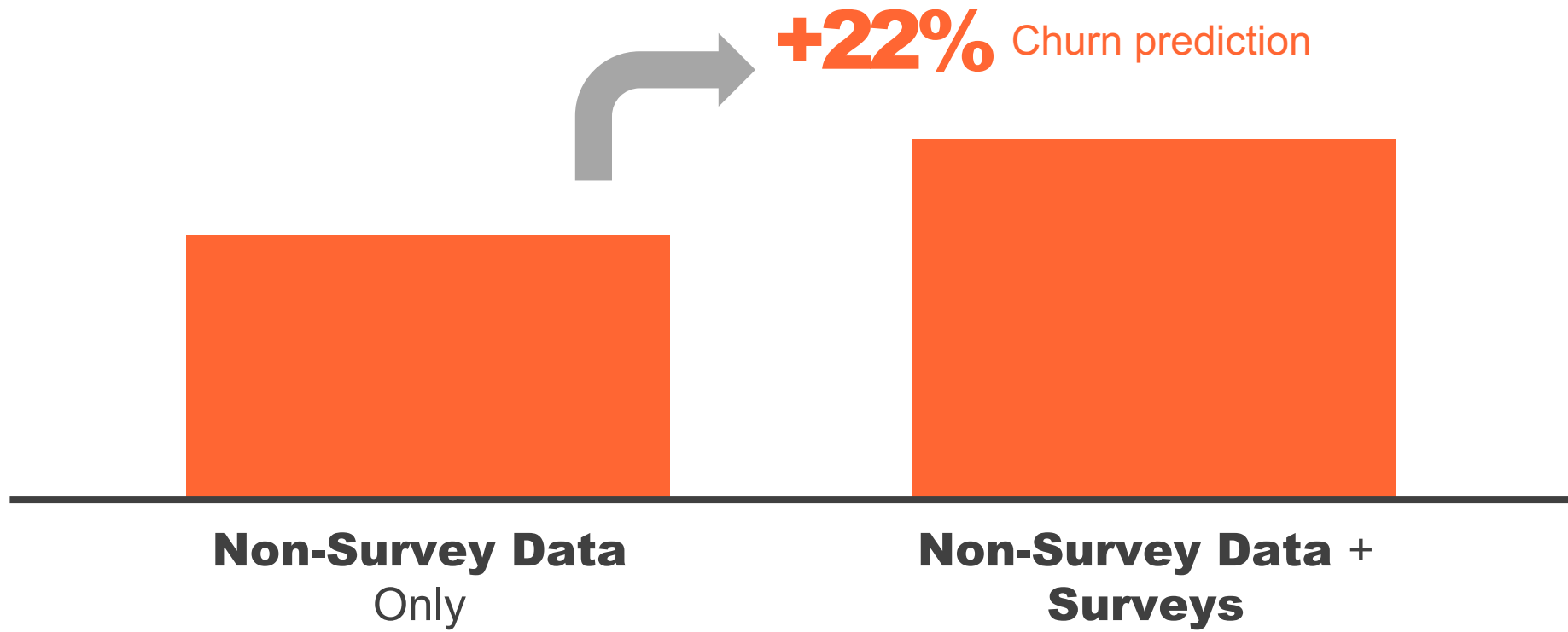
Reason #4

No one blurts out what they really want

Balance your feedback sources to business reality.



Don't buy into extremes. You need both.



Modernize Surveys

more personal, less structured

**First, get
customers
to engage.**

8pts

Average lift in response
rate when UX
innovations are applied

TY VELO

Do you love
your new bike?



Congrats on your recent purchase Dave!
Overall, how did you feel about your
online purchase experience?



**Make it a
conversation.**

CITY VELO

Meet CASSI



I'm CASSI, your virtual feedback moderator. How was your visit?



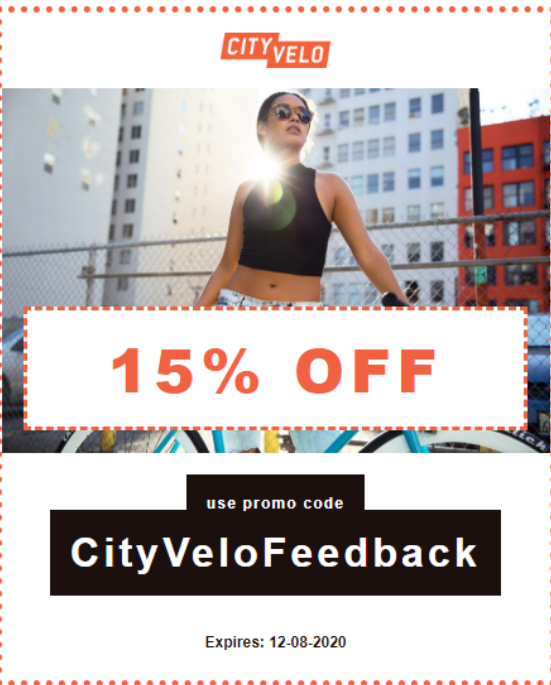
I'm sorry to hear that! Tell me what went wrong.

The store was fine, but your prices were high. I'd like to buy some additional equipment, but you're too expensive.

Use the
survey to
orchestrate.

We want you to have
the new equipment.

Enjoy 15% off on us.

A promotional graphic for CityVelo, enclosed in a red dotted border. At the top, the 'CITYVELO' logo is displayed in red. Below the logo is a photograph of a woman in a black athletic top and sunglasses standing in front of a city building. Underneath the photo, the text '15% OFF' is written in large, bold, red letters. Below this, a black box contains the text 'use promo code' in small white letters, followed by 'CityVeloFeedback' in large white letters. At the bottom, the text 'Expires: 12-08-2020' is written in small black letters.

CITYVELO

15% OFF

use promo code

CityVeloFeedback


Expires: 12-08-2020


Unstructured insights for all

reporting isn't enough

Reports are cool, stories are better.

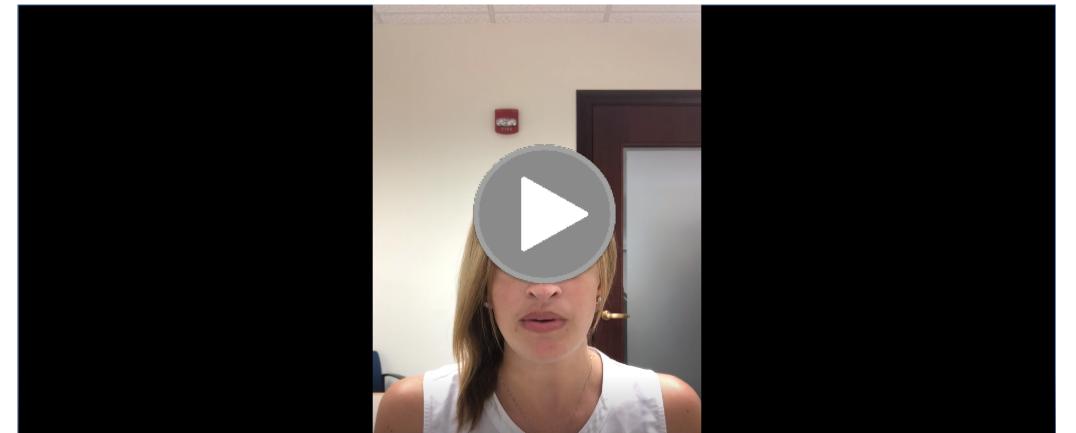
Additional Comments About Issue

 -1.5
“ I called to pay a premium and it to to a live agent. And then when I was someone, he didn't know what he wa to send my call to someone else. It w
107860 | 4/21/2020

 2.5
“ I'd really like it if my agent could reach out of renewal just to check in and see how things an would be a great opportunity to catch up and see if ther any ways to improve the coverage that I have. ”
107872 | 4/21/2020

7 pts
Average lift in employee performance when reports are supplemented with stories.

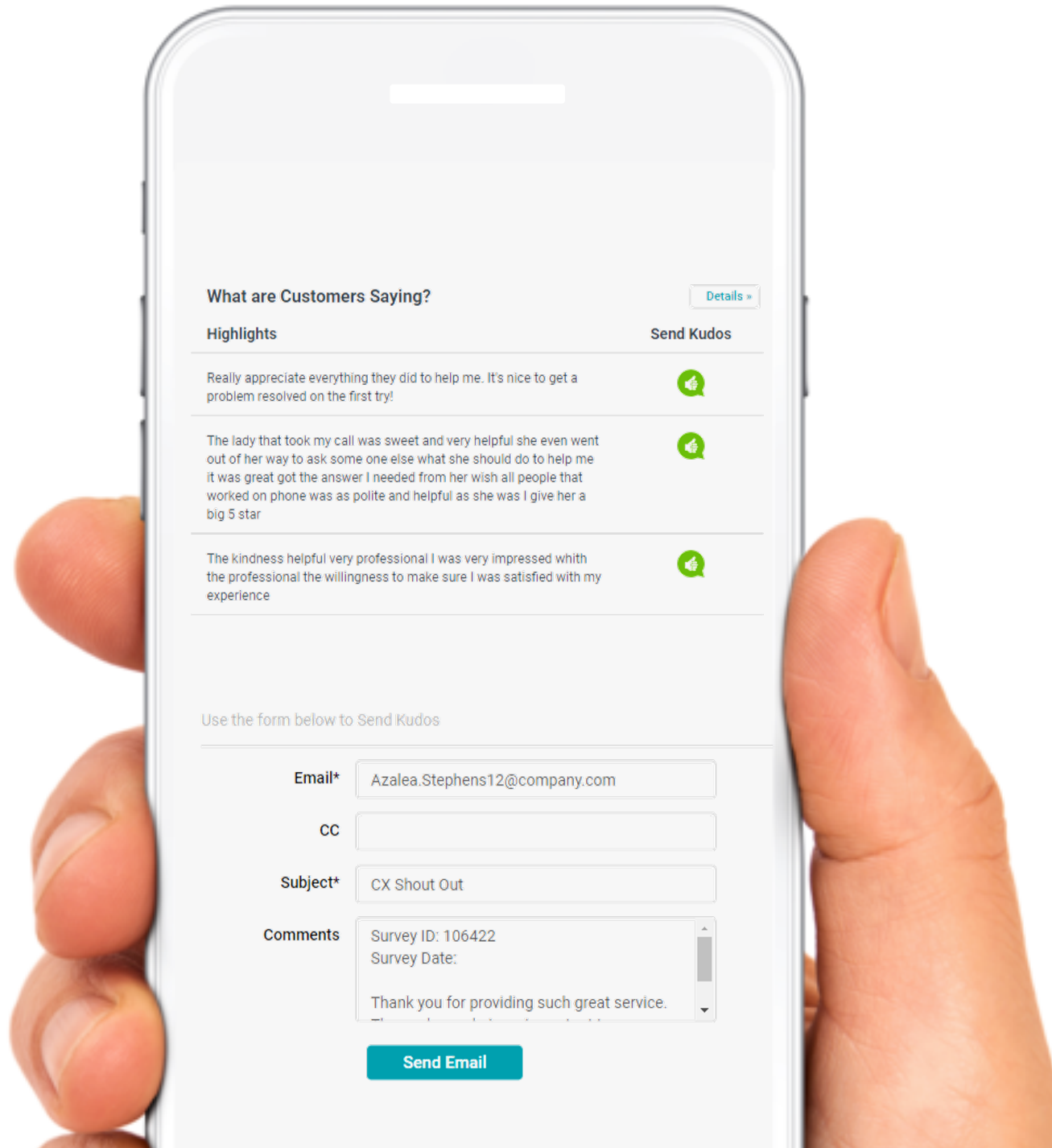
Management Dashboard



Close



Recognize and reward.



What are Customers Saying?

[Details »](#)

Highlights

Send Kudos

Really appreciate everything they did to help me. It's nice to get a problem resolved on the first try!



The lady that took my call was sweet and very helpful she even went out of her way to ask some one else what she should do to help me it was great got the answer I needed from her wish all people that worked on phone was as polite and helpful as she was I give her a big 5 star



The kindness helpful very professional I was very impressed with the professional the willingness to make sure I was satisfied with my experience



Use the form below to Send Kudos

Email*

CC

Subject*

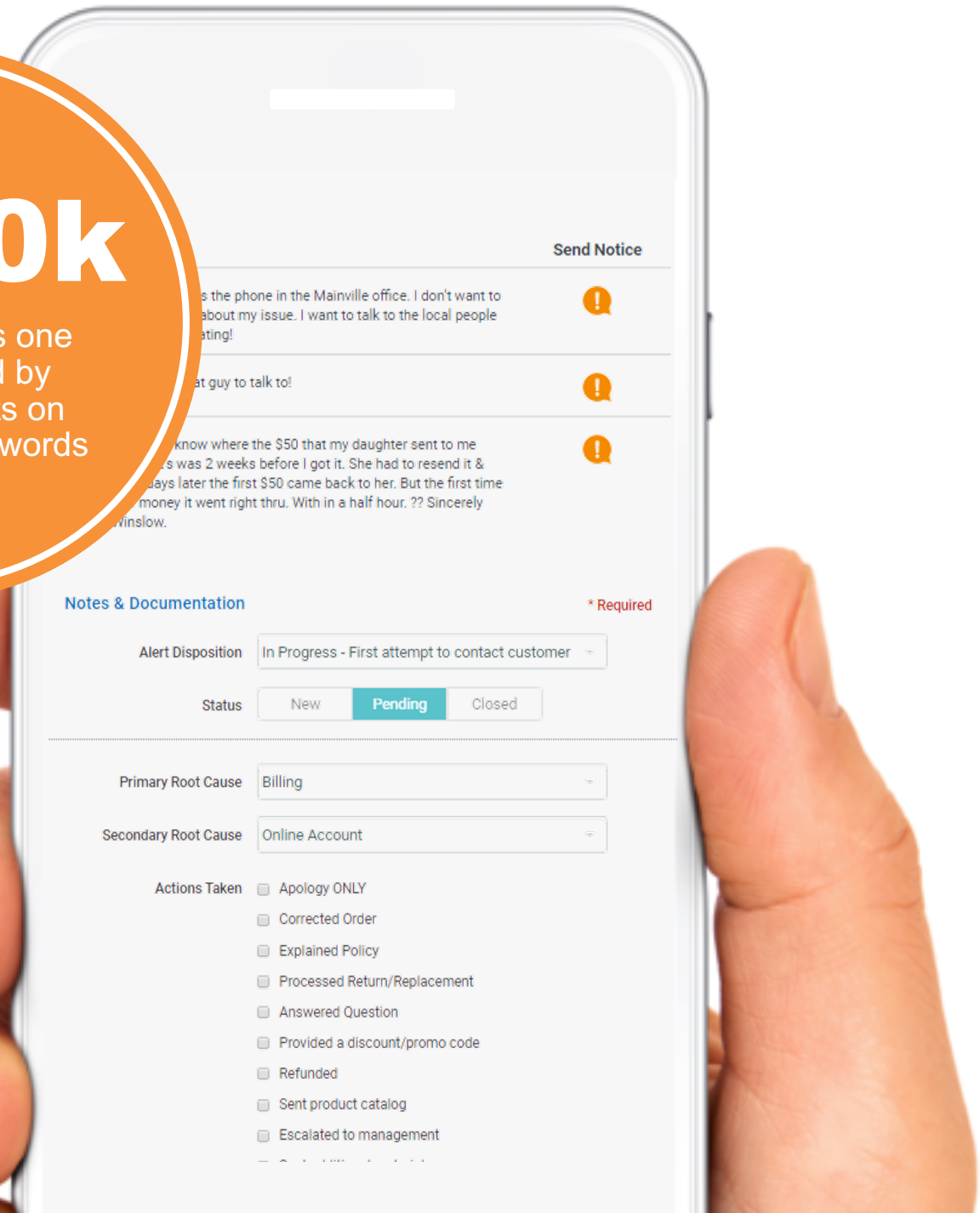
Comments

[Send Email](#)

Find, alert and fix.

\$500k

Annual savings one client realized by triggering alerts on “escalation” keywords



Thank you!

Concentrix VOC

voc@concentrix.com | +1 800-707-0583



www.concentrix.com/solutions/voc



[/showcase/concentrix-voc](https://www.linkedin.com/showcase/concentrix-voc)



[@ConcentrixVOC](https://twitter.com/ConcentrixVOC)



[@concentrixvoc](https://www.instagram.com/concentrixvoc)





Thank you for attending this session. This event will be available for on-demand replay.

