CUSTOMERVOICE
FROM VIRTUOS

Understand your Customer

virtuos®

CustomerVoice

- DIRECT FEEDBACK
- INDIRECT FEEDBACK
- INFERRED FEEDBACK
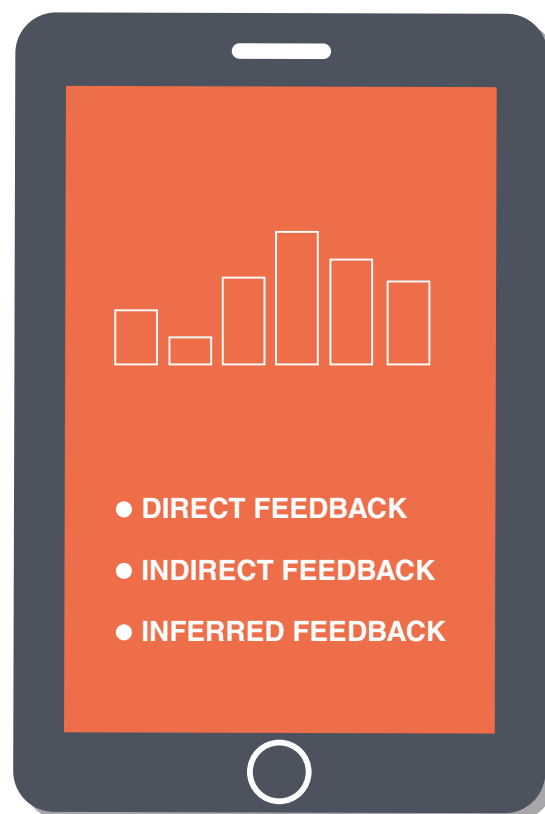
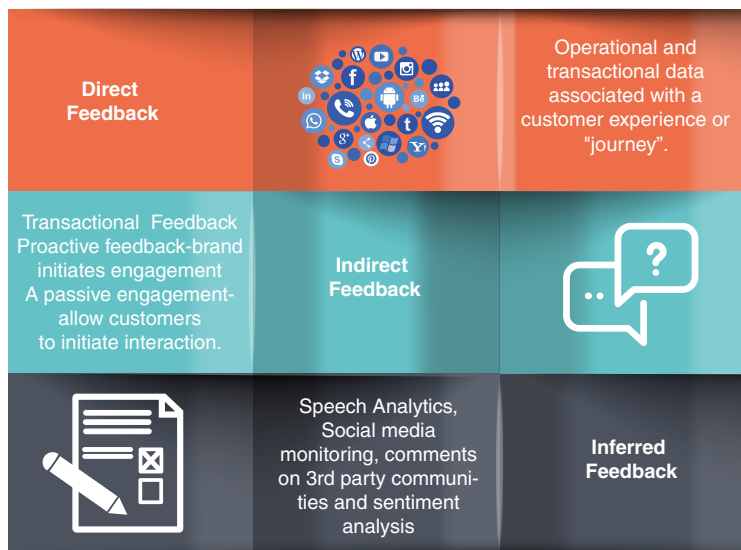## About CustomerVoice

In CustomerVoice, Virtuos offers a complete portfolio for listening, analyzing, and acting on the VoC across digital, voice, text, and social channels. Understanding the VoC gives a huge impetus to the Customer Experience professionals to design their services as per the needs and expectations of their existing and prospective customers. When an action is taken basis the feedback given by a customer, it has proven to increase the loyalty and advocacy for the organization with the customers. Thus, gathering, analyzing and acting on the feedback is of paramount importance.

The Most Holistic Voice of Customer Program

Direct Feedback	Operational and transactional data associated with a customer experience or "journey".
Transactional Feedback Proactive feedback-brand initiates engagement A passive engagement-allow customers to initiate interaction.	Indirect Feedback
	Speech Analytics, Social media monitoring, comments on 3rd party communities and sentiment analysis	Inferred Feedback

Gather feedbacks from all sources and identify key issues.

The CustomerVoice Program aims to systematically engage with users and customers; understand their behavior, and gain an understanding into their wants and needs. In CustomerVoice, we design customer engagement models which spans across all digital channel touchpoints and use the insights obtained to continuously improve customer processes, employee performance and customer experience.

Understand customer attitudes and preferences toward the organization, as well as their products, services, processes, and employees.

Leverage natural language processing capabilities to rapidly sort through thousands of unstructured data points.

How likely are you to recommend us to a friend*

0 1 2 3 4 5 6 7 8 9 10

Please select a feedback category*

Please select option

The company made it easy for me to handle my issue.

Strongly disagree | Disagree | Somewhat disagree | Neutral

Somewhat agree | Agree | Strongly agree

Your feedback

Your feedback will heop us improve our service

SUBMIT

CustomerVoice Methodology

The CustomerVoice Program works in tandem with CJourney Program, in which Virtuos helps organizations identify key business moments across the customer journey and define actionable outcomes for customer interaction at each touchpoint. Voice of the Customer enables understanding customer sentiments, needs and expectations, which in turn are quantified as actionable steps which help in improving the customer-organization relationship.

Discover-Identify emerging topics, sentiment and trends across channels.

Analyze- Analyze, quantify and identify root cause on targeted business issues

Review- Review and mine interactions via powerful adhoc and faceted search.

Outcomes of a VoC Program

Increase C-SAT & Reduce Churn

- Identify customers at risk and predict "detractors"
- Increase understanding of what drives high and low CSAT
- Spot early warning signals before they go viral on social media
- Provide relevant engagement with context not just generic survey
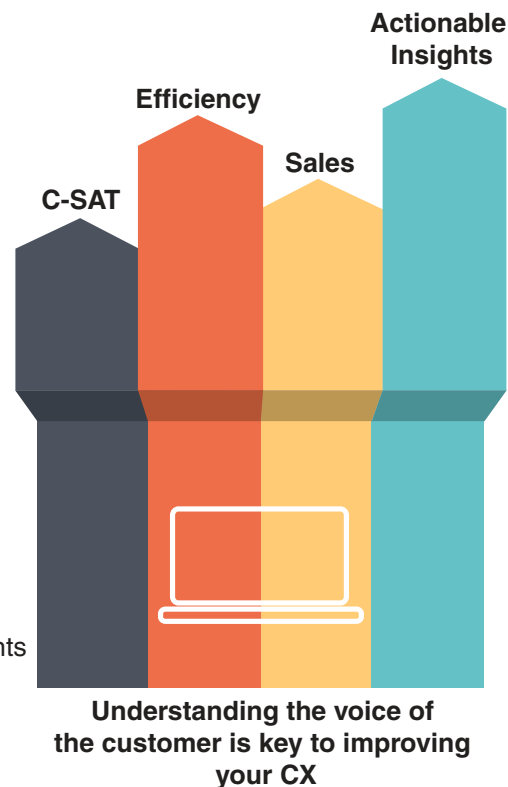
Efficiency & Cost Savings

- Reduce AHT and repeat calls
- Reduce silence time, holds and transfers
- Identify and address specific agent knowledge gaps
- Focus quality monitoring on calls that matter most
- Reduce need for manual agent calls coding

Sales / Collections Effectiveness

- Compare successful to non-successful sales / collections calls and agents
- Find the best words and phrase that lead to a sale/collections
- Identify words and phrases that are sales/collections detractors

Text to Actionable Insights

- Information Extraction - Extracting key entities or relations from a body of text
- Conversational Analytics and NLP
- Faceted Searching
- Automated Theme Discovery and Machine Learning
- Sentiment Analysis

Actionable Insights

Efficiency

Sales

C-SAT

Understanding the voice of the customer is key to improving your CX

Discover Personas

Voice of Customer

CustomerVoice

Measure Customer Experience

Customer Journey Mapping

TRANSFORM
Customer Experiences
in Digital Century