

CONVERGY'S

CX Analytics

# Measure, Monitor and Move



# Customer Experience Measure

## How can I go beyond Customer Service metrics to actually identify Customer Experience?

Voice of the Customer (VOC) programs go well beyond customer service statistics by holistically capturing how your customers feel about engaging with you across their entire journey. Capable VOC programs assist frontline employees AND the entire enterprise with CX insight that cannot be obtained with typical contact center metrics.

## How can I most effectively measure the components that move my CSAT and NPS scores?

What, when and how to ask for customer feedback are key components of a VOC program designed to score the essence of loyalty metrics.

## How Convergys VOC can help

- ✓ A Convergys VOC program consolidates multichannel feedback across the customer journey with sentiment scoring
- ✓ ConvergysCX software offers CX metric presentation with comparison against goals,

Key actions include building surveys that zero in on CX moments of truth, timing info gathering for immediacy and follow-up with customer channel of choice outreach.

### Avoid the pitfalls:

- **Will you recommend** – you need qualitative and quantitative data to most effectively assess emotional engagement and other loyalty contributors vs. single question reliance.
- **Email only** – you need multichannel survey outreach, and in many cases, agent and in-person surveying for deep CX insight
- **Survey after every interaction** – you need to ensure you are not creating frustration by over-surveying

graphical trends and issue resolution management.

- ✓ Convergys sample management avoids survey fatigue, enhances accuracy and improves response. Organizations with multiple products and complex rules for customer outreach demand this survey rigor.

Customer Experience is the sum of all interactions. Customer Service is individual moments.

– Harvard Business Review



# Customer Experience Monitor

## How do I keep track of customer experience (not customer service)?

Customer experience is a dynamic state of being. Capable VOC programs will persistently capture customer feedback and other data.

Presentation with real-time alerts, trend analysis and more to keep your finger on the pulse of CX.

## How can I monitor customer sentiment and loyalty on an ongoing basis?

A capable VOC program will persistently issue surveys with reporting visibility using software to score sentiment, illustrate trends and generate

alerts. Capable VOC solutions also allow you to monitor accountability for issue resolution and results generating CX enhancements with a ROI.

### Avoid the pitfalls:

- **It's a 1-shot deal** – you need to persistently monitor and make CX changes
- **Contact center hammer** – you need feedback proof for enthusiastic frontline engagement and CX culture change at every level
- **CX team bandwidth** – you need experienced assistance for business case ROI-based CX change

## How Convergys VOC can help

- ✓ Automated alerts with sentiment scoring and role-based distribution enable continuous CX monitoring with broad visibility
- ✓ ConvergysCX innovative awards-based acknowledgements engage the frontline
- ✓ Convergys CX services immediately extends the bandwidth for any CX team with persistent monitoring, customized reporting, and next step prioritized action

Emotion has a bigger influence on loyalty than effectiveness or ease in nearly every industry

– Forrester Research



# Customer Experience Move

## How can I ensure that other parts of the organization will move to make CX changes?

Customer experience frequently takes a back seat to cost savings or other initiatives. A comprehensive VOC program directly addresses lack of interest and CX indifference. Immediate feedback visibility with tools for encouraging CX accountability spanning departmental boundaries works to encourage action.

## How can I move my organization toward a CX culture of customer-centricity?

A cultural shift requires compelling evidence and clear direction to move forward. Making

## How Convergys VOC can help

- ✓ ConvergysCX software creates customer feedback dashboards tuned for CEOs, CX pros, supervisors and agents
- ✓ Convergys VOC services coupled with ConvergysCX pinpoints the most impactful CX metrics for issue resolution priority

customer feedback visible across all boundaries coupled with a digital framework for accountability and action plans delivering results accomplishes this task.

### Avoid the pitfalls:

- **CX Awareness = Action** – you need to have closed loop issue resolution technology and processes to drive CX action.
- **Accountability impossible** – you need a CX framework that identifies AND assigns for issue tracking and resolution
- **It's CX not business** – you need ROI-based business case justification to drive CX action and investment

- ✓ Convergys VOC services create customized next-step CX action plans with ROI analysis. Unique confidence for financial commitment for proposed CX initiatives is enabled with data driven customer feedback evidence.

Culture has the single biggest potential to drive customer experience transformations.

– *Outside In (Manning, Bodine)*





## About Convergys Analytics

Convergys Analytics optimizes engagement, enthusiasm and loyalty for your brand with CX insight to action software and services including voice of the customer programs, customer journey mapping, and contact center enhancement. A Convergys Analytics team with 700 global professionals and over 40 years of CX optimization experience captures sentiment across all channels of communication, presents CX insight in real-time, and delivers prescriptive CX action for remarkable results. Visit [convergys.com/analytics](https://convergys.com/analytics) to learn more.

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