

**EXP+**  **Explore**

# Sitel® Voice of the Customer Analytics

*Gain comprehensive understanding of the factors driving your CX across all channels.*

## Understand your Customer Across All Channels

Sitel® Voice of the Customer Analytics delivers a comprehensive understanding of the factors driving your customer experience (CX) across all channels and identifies customer sentiment giving you the insights you need to build a better CX.



### Across Channels

Understand the customer on every solution used to interact with your brand.



### Deep Understanding

Pinpoint what makes customers stay and what drives desire for additional services.



### Future State

Insights guide strategic planning to drive maximum customer lifetime value (CLV).

## Comprehensive Brand Perception

Monitor customer satisfaction (baseline versus actual) and track market share gains. Surveys, case notes, website comments, social media, speech and text analytics survey sources are mined to truly understand your customers and elevate your CX.

- **Results Driven** - Improve outcomes to deliver maximum potential through new customer insights.
- **Competitive Insights** - Understand key drivers across the competitive landscape that support the delivery of new, more compelling offers.
- **Lifetime Value** - Invest in long-term vision to build products and services intended to increase customer loyalty.



## Methodology: Understanding Customer Needs

Uncovering your customers' behavioral patterns helps to define how you can better meet their needs to drive satisfaction and loyalty for maximum CLV.



### **Understand Need**

What do your customers need from you most?



### **Understand Interests**

What are your customers interested in?



### **Establish your Offer**

How can you help your customers?

## Measurable Results

Harness the power of customer insights.




**Less Expensive versus  
In-House VOC**




**Faster Reduction  
in Customer Effort**

Source: Sitel Group® Data, 2019-2020

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