

EXP+ Explore

Sitel[®] Voice of the Customer Surveys

Understand your customer experience with post-contact surveys.

Delivering the Insights You Need

Sitel[®] Voice of the Customer (VOC) Surveys collect customer feedback across email, web, chat, phone and text-based touchpoints to capture customer insights and take your customer experience (CX) to the next level. This includes delivering meaningful feedback, visualizing VOC data with real-time dashboards and driving customer centricity.

Understanding your customers' experience at each touchpoint with your brand gives you the insights required to deliver a truly superior CX.



Reveal Satisfaction Drivers

Improve outcomes and deliver maximum potential through new customer insights.



360° View of CX

Centralized customer feedback across all channels, eliminating data silos.



Maximum Lifetime Value

Reduce customer effort, drive greater customer satisfaction and create strategies to retain high-value customers for the long term.



Fully Managed Service

Allow Sitel Group[®] to manage your VOC survey program, reducing the burden within your business while delivering the insights you need.



Bringing VOC to Life

Sitel Voice of the Customer Surveys connect seamlessly with other products from across Sitel Group's EXP+™, including the ability to use interaction analytics to listen to speech and text interactions and mine this data for valuable insights. Sitel Group offers a fully managed solution, reducing the burden within your business while delivering the VOC insights you need.



Survey Design and Administration

- Create custom surveys aligned to client's specific goals and operational needs
- Integration of data sources: telephony call details, call-recording data, post-call surveys and CRM contact reasons
- Interactive dashboards with access for five concurrent users



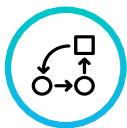
Technology Platform

- Perform transcription of post-call survey recorded comments
- Tracking the VOC and providing oversight of the process
- Drive evolution of survey from start to finish for overarching customer view



VOC Analytics

- Text mining for topic categorization and sentiment scores
- Identify clear action points for operational improvements to elevate CX
- Differentiate between short and long-term strategies



Remediation Framework

- Survey fatigue management to promote maximum survey effectiveness
- Business analyst support to assist with adoption and usage, highlighting patterns and performing ongoing tuning to derive further insights



Client Stories

- Provide a solution to engage with customers and ask additional questions regarding experiences and products
- Create opportunities to address customers' specific requests and drive loyalty



Measurable Results

Understand your customer experience with post-contact surveys.




**Faster Setup than
In-House VOC Surveys**



**Faster Return on
Investment (ROI)**

Source: Sitel Group® Data, 2019-2020

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