

NICE•Satmetrix

Data Democracy

Get Your Employees Hooked on
Customer Experience Data



Overview

With shifting business models and category disruption across virtually every industry, it's more important than ever that you understand your customers' experiences. While basic sales data may indicate that your company is thriving, there may be underlying indicators that point towards a different situation.

There are two keys to understanding customer perceptions, changing demographics, emerging trends, or major market shifts: building a rich set of customer experience data and sharing the resulting insights as widely as possible across your organization to engage your employees in action. Data insights can help your company—and each employee—gauge, manage, and fine-tune customer experiences to help your business to gain a competitive edge.

This ebook will explain why delivering fresh data to the right people at the right time—targeted specifically to their role—is a critical component of a comprehensive customer experience program.

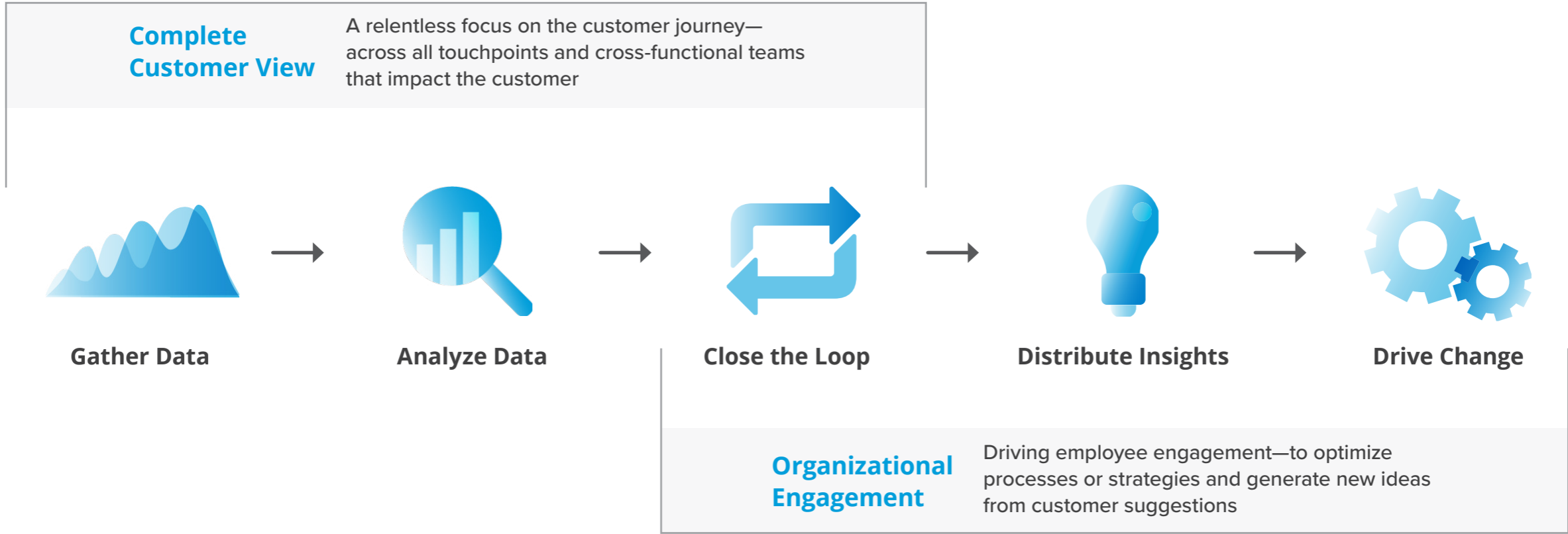


A Quick Refresher

What is CEM/VOC?

Let's start by quickly reviewing the concept of a comprehensive customer experience program. Whether you call it customer experience management, CEM, or you prefer the term voice of the customer, VOC, we're talking about taking a comprehensive approach to improve your business and deliver a lasting competitive advantage.

As a first step, VOC involves gathering customer feedback data from surveys or other sources; analyzing the data to understand what the feedback means to your business; closing the loop with customers; acting on the feedback data; and driving positive change within your company.



Data Democracy in the Context of CEM

CEM insights won't do any good if they are held by a small number of people. You must analyze, sort, align, and deliver data insights to specific roles across your organization on a timely and regular basis so employees engage with customers to drive positive change.

Beyond NPS

Other Sources of Customer Experience Data

While NPS is the most widely accepted measure of customer loyalty and retention, many other data sources and metrics contribute to a holistic picture of your customers' experiences and indicate the likelihood of long-term growth and profitability.

To build a robust aggregate of customer experience data, you'll want to tap into both internal and external data sources, such as:

Internal	External
Touchpoint survey responses	Google analytics
CRM system data	Social media feedback and sentiment
Support/help desk interactions and metrics	Demographic information
Purchase history, product inquiries, and shopping cart data	Industry benchmark data
Customer credit and payment information	Government regulatory data
Company financials	Analyst recommendations

Democratizing Data

Start With the Complete Picture

Omnichannel Data Collection

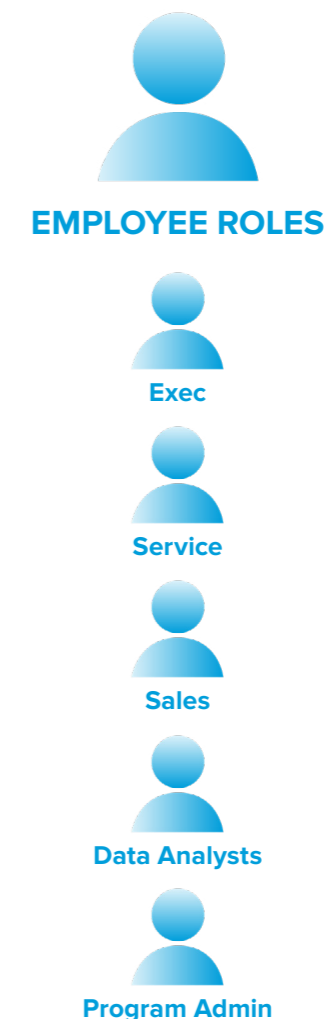
Since VOC software from NICE Satmetrix has robust data collection capabilities, the software becomes the centralized point, or hub, to gather and analyze all of your internal and external customer experience data.

Business Insights that Fit

With powerful analytics, you can uncover the truth about your customers' experiences throughout their journey. Then you can present it to employees with role-specific precision. Deliver just the insights your employees want, no matter what their role or scope of responsibility. (You'll need advanced software for this; NICE Satmetrix has you covered.)

Organizational Engagement

To drive positive change within your company, you need to share data and analytic insights across your organization—when, where, and how often your employees need it.



Democratizing Data

Embed a CX Focus

When you regularly share customer experience data with your employees, it becomes ingrained in the way you do business. Much like people have become accustomed to looking at social media posts and responses for validation, frequent customer experience data can motivate employees to more fully engage in the VOC program—because they can see the correlation of their impact on a positive customer experience.



Frequent Access to Data is Habit-Forming

Data becomes ingrained in the way you do business. Employees care about customer sentiment when the data is relevant and becomes a part of their everyday job.



Continuous Flow of Real-Time Data Drives Action/Employee Engagement

The more current and frequent the customer experience data, the more employees will view it as trustworthy. Conversely, with only periodic data collection, you essentially have to retrain employees about how to understand the data every time you run a survey.



Role-Specific Insights Make Data Relevant to Employees

When employees regularly see data they care about, they become self-sufficient in how they interact with customer experience data.



Embed/Integrate Data into Familiar Systems

Enable employees to access data in the systems they use every day, like a CRM system, so they don't have to go somewhere else to find information.

Facilitate Data Democracy with CEM Software

Example #1

Now that we understand why it's important to share customer experience data and insights across your organization, let's look at some best practice examples of how you can accelerate data democracy efforts—drawing on the capabilities of NICE Satmetrix software.

Share Insights and Strategies Across Teams

Executives, action planning team members, or other key employees can add comments, ask questions, and share praise.



NPS By Account

What's going on with Healthy Day? Let's set up a face to face meeting with the Athletic Director. Nice work with Red Dot. Can we get them to do a testimonial?

NPS by Account



2015-01-01 to 2015-12-31



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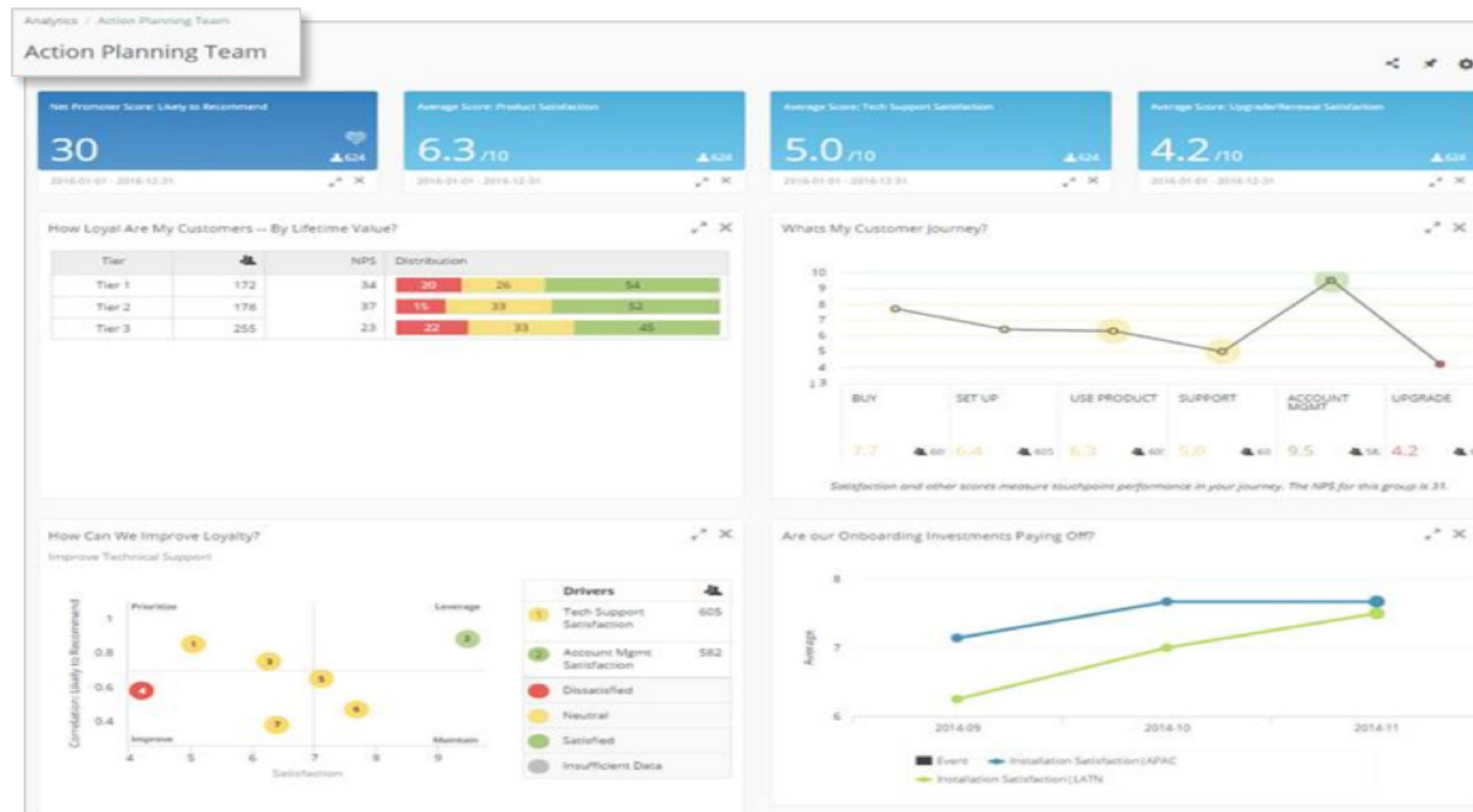
Company		NPS	Distribution	
Likely to Recommend			Detractors	Promoters
RedDot	2	100		100
NewsHouse	5	80	20	80
BuzzMedia	2	50	50	50

Facilitate Data Democracy with CEM Software

Example #2

Enable Collaboration Among Action Planning Teams







Deliver data to cross-functional teams that plan and execute customer experience improvement initiatives. With insights in the example below, team members can review data ahead of time so the team can focus its meeting time on strategies and tactics.



Organizational Engagement

Data Needs by Employee Role

Every employee and role within a company can benefit from customer experience insight data. To get you thinking about the different roles in your organization, here are several examples of typical employee roles and the kinds of customer experience insight data that each role might use in their day-to-day work, to plan and prepare for customer interactions, and to drive positive change within the organization.

 Senior Executive	Overview Dashboard	Touchpoint Performance	PDF Reports	Industry Benchmarks
 Support Leader	Support Overview	Support Call Center		
 Support Manager	Call Center Performance	Agent Performance	Leaderboard	
 Agent	Agent Performance	Customer Snapshot		
 Account VP	Account Overview	Account Manager Performance	Leaderboard	
 Account Manager	Account Manager Performance	Account Details	Response Notifications	

Data Democracy in Action

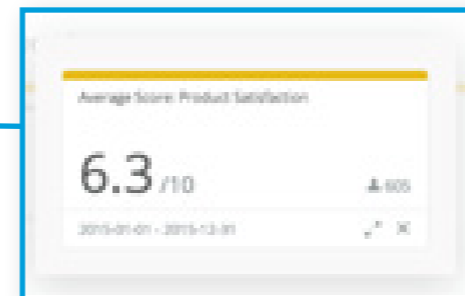
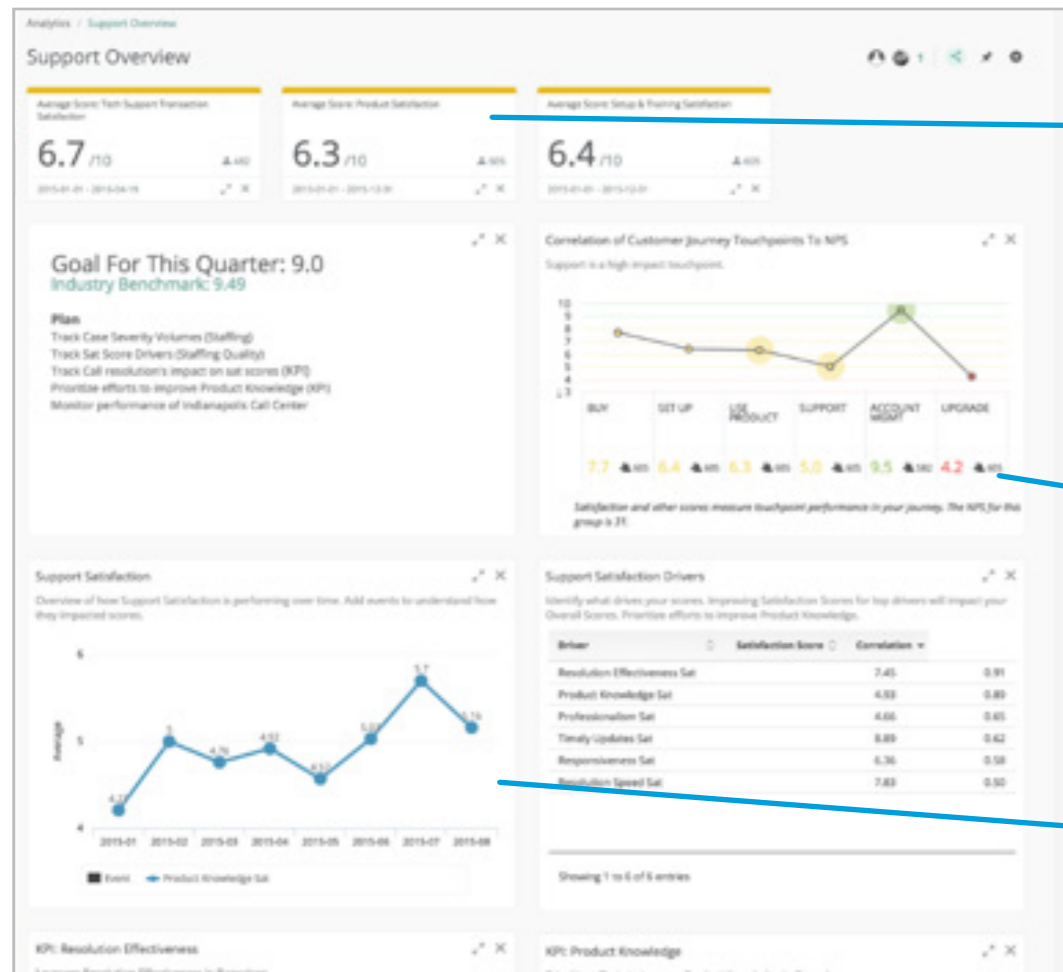
Employee Role Example—Support Leader/VP

Support Leader/VP

Support Overview

Support Call Center

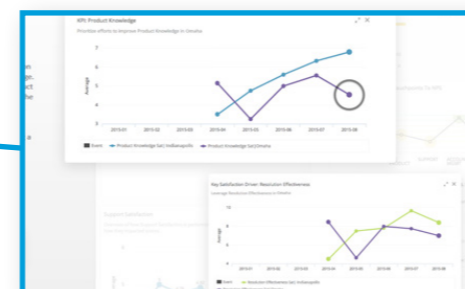
Goals—Improving productivity, reducing costs, meeting operational targets, managing staff to success



Scorecards provide the Support Leader/VP with high level customer satisfaction data. In this example, the score indicates that the Leader/VP should focus on improving satisfaction ratings.



In this customer journey snapshot, the Support Leader/VP can see that support is a high impact touchpoint as indicated with the surrounding circles. The Support Leader/VP could use this data to justify a request for a new call center to adequately staff call volumes.



Here, the Support Leader/VP can monitor KPIs that correlate closely with NPS—resolution effectiveness and product knowledge. The product knowledge chart shows a big dip in satisfaction scores in the Omaha call center. The Support Leader/VP can work with the call center manager to identify root causes and put a remediation plan in place.

Data Democracy in Action

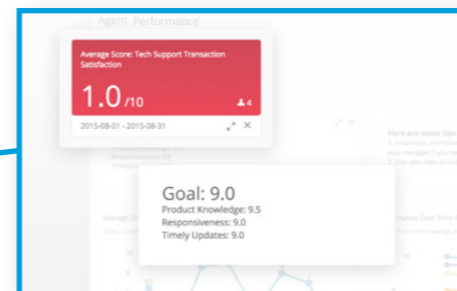
Employee Role Example—Support Agent

Agent

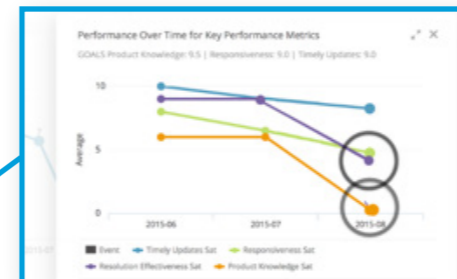
Agent Performance

Customer Snapshot

Goals—Resolve customer issues quickly, report product issues, add information to knowledge databases



The support agent can quickly see his or her score compared to goals. In this case, the agent is well below goal.



The support agent can see that his or her scores have plummeted with the lowest scores in the product knowledge category. Since this agent missed a recent product training, taking the training can help improve these scores.



This chart shows that the agent's product knowledge scores are lowest in tablet and laptop issues. The agent should pay particular attention to these topics during the training session to improve these scores.

Data Democracy in Action

Employee Role Example—Account Executive

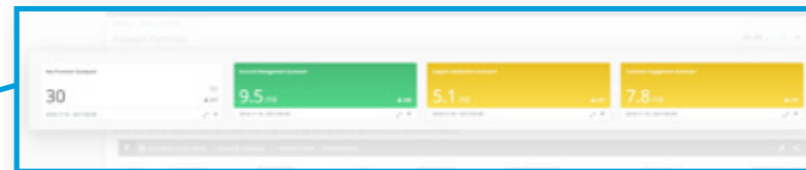
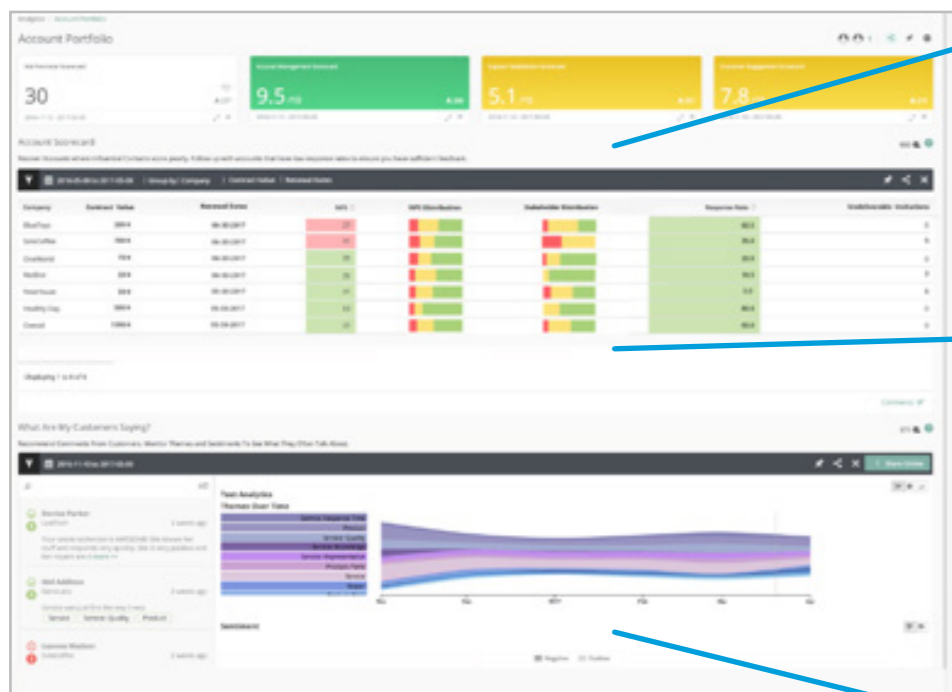
Account Manager

Account Manager Performance

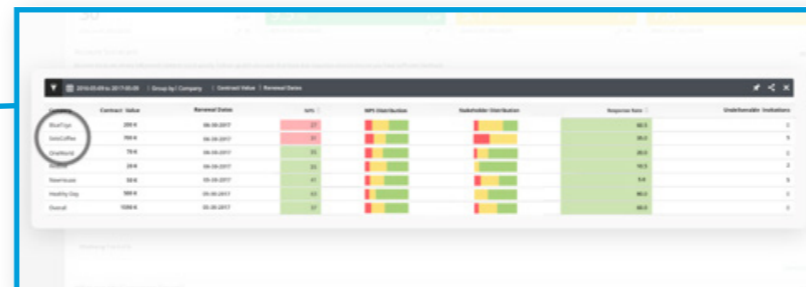
Account Details

Response Notifications

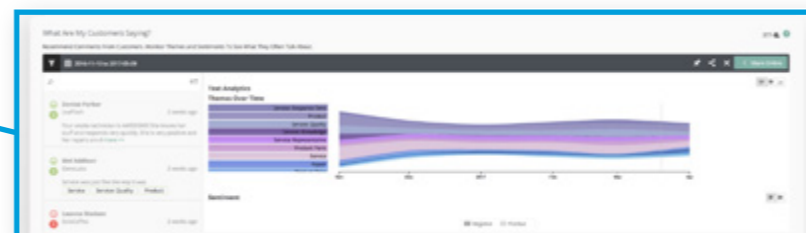
Goals—Acquiring new accounts, retaining existing assigned accounts



A summary of scores helps the account executive understand the overall wellbeing of a portfolio of customers.



The account scorecard chart displays NPS data organized by account. Here, the account executive can quickly see that the customer, SoloCoffee, has a high percentage of Detractors, indicating something is amiss with this customer that needs attention.



Text analytics with trends by keyword allow the account executive to quickly read customer sentiments to understand the thoughts of Promoters or Detractors.

Strategies for Democratizing Data

So All Employees are Engaged

Now that we have a solid understanding of how CEM software from NICE Satmetrix can automatically push customer experience data insights to different employee roles within your organization, let's cover specific strategies to deliver the right data to the right people at the right time...across your organization.

Understand the Key Roles Within Your Organization

When you take time to define specific roles within your organization—executives, LOB leaders, account managers, support agents, etc.—you can determine which data is most beneficial to each role.

Use Automated Rules to Deliver Data Insights

With NICE Satmetrix software, you can set up intelligent alerts and workflows, use two-way integrations, trigger automated and data-restricted reports, and provide self-service analytics tools.

Tailor Dashboard Views According to People or Roles

NICE Satmetrix can help you create dashboards for each executive or an entire group of employees with specific reports, high level or granular data, and with appropriate frequencies.



Strategies for Democratizing Data

Collaboration Tools

VOC software from NICE Satmetrix offers many ways to explore and share customer insight data to facilitate collaboration.



Download images of screen shot or charts—To add to presentations.



Share dashboard screens—Set rules for owner, editor, and view-only.



Export pdf reports—Via email, with some drill-down functionality.



Share data with hierarchical data access—So people only see data appropriate for their role.



Share/send customer experience metrics—Add notes with additional details.



Embed HTML code in a web page—To share insight data to a wide audience.



Set up alert notifications—To receive an email or text when customers respond to a survey, call support, etc.



Add “event” notes to explain why a score went up/down—E.g. a new product release targeted at a specific customer audience.

Share CEM Data Across Your Organization

Put the power of data in the hands of your employees. CEM software from NICE Satmetrix can help your employees deliver top-notch customer experiences and drive profitable growth.

Request Demo



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