

# THE VALUE OF VOC

## ENGAGE



## CAPTURE



## INTERPRET



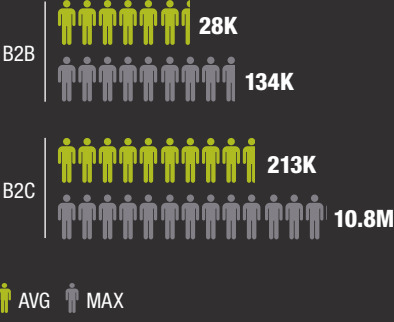
## ACT



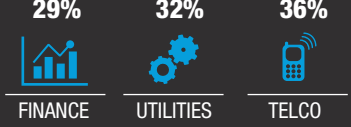
## ENGAGE

FROM EVERY CUSTOMER, ACROSS ALL CHANNELS.

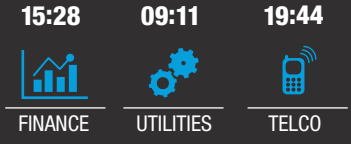
### SURVEY RESPONSES BY SECTOR



### RESPONSE RATES



### TIME TO RESPOND (MINUTES)



## CAPTURE

THROUGH EVERY CHANNEL AT THE DECISIVE MOMENT.

22%

ORGANISATIONS WHO COLLECT FEEDBACK THROUGH AT LEAST THREE CHANNELS HAVE 22% HIGHER ADVOCACY SCORES.

56%

56% OF NICE FIZZBACK CUSTOMERS USE MORE THAN ONE CHANNEL TO COLLECT FEEDBACK.

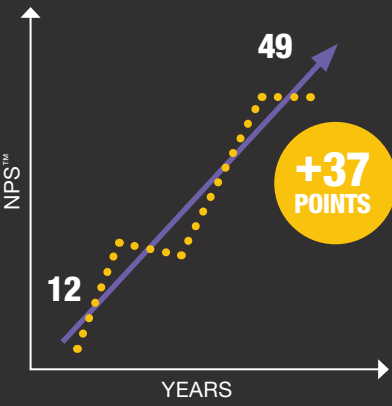
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32% OF OUR CUSTOMERS COLLECT FEEDBACK AT MORE THAN ONE TOUCH POINT.

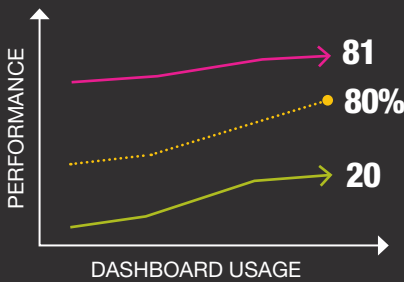
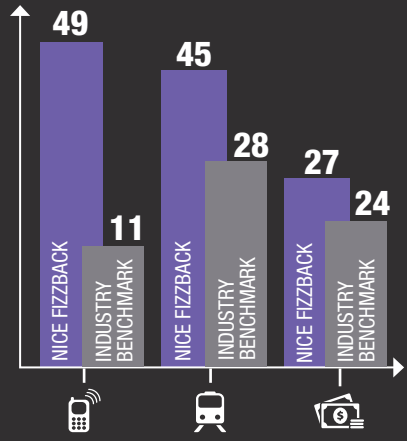
## INTERPRET & ACT

IN REAL TIME, TO TRANSFORM THE BUSINESS.

### YEARLY NPS™ SCORES



### NICE VS INDUSTRY BENCHMARKS



CUSTOMERS WHO MAKE REGULAR USE OF OUR DASHBOARDS DELIVER SUPERIOR CUSTOMER EXPERIENCES.

+52 POINTS

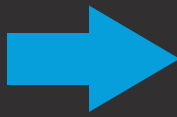
INCREASE IN CUSTOMER ADVOCACY BY RECOVERING DISSATISFIED CUSTOMERS.

## VALUE



AVERAGE INCREASE IN CUSTOMER ADVOCACY ACROSS OUR CUSTOMERS.

ADVOCACY



IN ADDITIONAL REVENUE.

REVENUE