

CXone Mpower Feedback Management

Take action with voice of the customer insights across CXone Mpower



Improve the impact of your VOC program

With CXone Mpower Feedback Management, CX leaders track customer sentiment and gather feedback in real-time across touchpoints. With IVR and digital surveys that are deployed within CXone Mpower and offered via over 30 channels, it's easy to design, implement, and monitor voice of the customer programs to gather actionable insights and drive improvements across the customer journey.

Customer feedback is incorporated into Quality Management, Performance Management, and agent coaching initiatives within the CXone Mpower platform to help CX leaders operationalize insights. Personalized insights are tied to KPIs such as CSAT, NPS, and customer sentiment allowing the voice of the customer to inform onboarding, coaching, and recognition programs.

With real-time feedback, supervisors and agents can close the loop with customers who need additional assistance or may be interested in making a purchase. With automated workflows, follow ups are assigned to the right person to resolve issues, mitigate negative experiences, and increase revenue.

Improve customer satisfaction

Pinpoint root causes of dissatisfaction and uncover opportunities to deliver better customer experiences.

Boost loyalty

Increase customer retention and lifetime value.

Improve agent engagement

Use real-time feedback to enhance training and personalize coaching.

Drive efficiencies

Increase your first contact resolution rate, reduce call backs, and empower agents.

Increase revenue

Identify opportunities to increase conversion rates and revenue per sale.

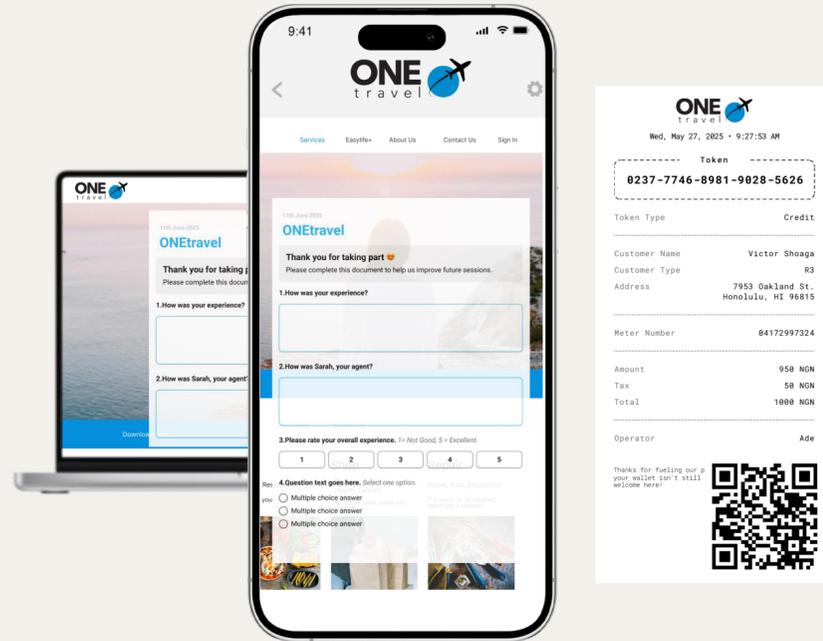
Leverage customer feedback across CXone Mpower

- **Built-in IVR surveys**
Deploy surveys at the end of voice conversations to gather insights in the moment.
- **Digital omnichannel feedback**
Collect digital feedback across any channel, in any interaction.
- **Improve quality, performance and analytics programs**
Leverage actionable VOC insights throughout CXone Mpower to make a greater impact. View recordings and survey results side-by-side for added context and leverage VOC data for agent contests.
- **Personalized surveys made simple**
Customize surveys for each customer to gather more relevant insights.
- **Advanced analytics**
Leverage customer feedback analytics to operationalize real-time, actionable insights.
- **360° view across touchpoints**
Gain a unified view of what customers feel, think, say, and do throughout the customer journey.
- **Tie survey results to KPIs**
Prioritize which KPIs have the greatest impact on customer sentiment and take action to improve them.
- **Interactive, easy-to-use dashboards**
Access VOC insights in customizable, role-specific dashboards.

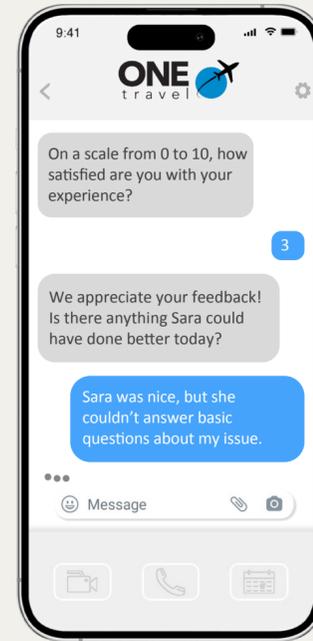


Gather feedback across the customer journey

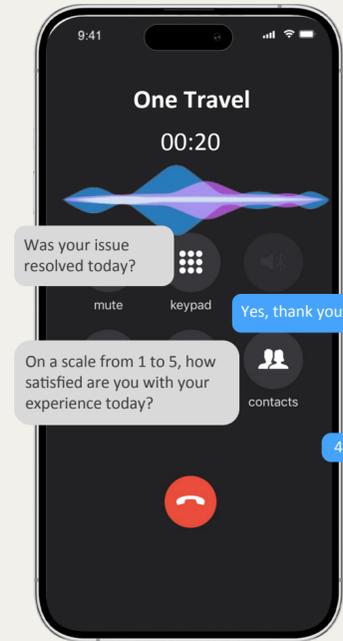
Forms



Digital



Voice (IVR/IVA)



    & 30+ Others

HIRE RIGHT[®]

Ritter
COMMUNICATIONS

onesource
VIRTUAL

55%

Increase in overall satisfaction

52%

Increase in agent professionalism

66%

Improvement in issue resolution

45%

Increase in NPS

30%

Increase in CSAT

98%

Increase in network performance

32%

Overall improvement in survey scoring

25%

Improvement in employee retention

66%

Customer retention rate

NiCE | **CXone**
Mpower

About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

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