

Closed Loop 2.0:

Where Feedback Meets Experience Orchestration

Three Modern Approaches to Closed Loop Strategy

The sad state of VOC ROI

- Just **14%** of firms state their VOC program is effective at delivering financial results.
- Only **15%** of VOC or measurement programs rate the ROI of their program "high" or "very high."
- The good news? Closed loop is a quick hit opportunity for improving VOC ROI.



What's needed? A fresh new strategy.

Typical closed loop processes respond to customer feedback quickly – in live-time or within 24-48 hours. This process is fine, but it can make unhappy customers wait even longer for their problem to be fixed. Supplement with one of these three more modern approaches.



1

Stop the Survey

When a customer's survey responses clearly indicate they're unhappy, stop the survey immediately and intercept the unhappy customer. Without leaving the survey, offer them an apology and an option to be connected with a live human who can help them in real time, via chat, messaging or click-to-call.



2

Enrich the Survey

Add value to your surveys by listening to the problem customers are having, then – without leaving the survey – push helpful content to them, tailored to the information they're giving you. Make customer journeys easier by offering a video tutorial on product features that they're not taking advantage of, or linking to an FAQ on your website.



3

Automated Follow-Up

As soon as your customer completes a survey, send them an outbound communication based on their responses – a text message offering a discount coupon or a video message from your CEO, for example. Another benefit: because this happens outside the survey experience, customers can access the content again, whenever they want.



**Don't just measure experiences,
Transform them.**

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