

# CONCENTRIXCX

Closed Loop

## Respond in the moment.

Let's face it –sometimes experiences don't go as planned. But there's always a silver lining! Negative customer experiences provide the perfect opportunity for you to improve and make things better.

ConcentrixCX marries artificial intelligence (AI) with real-time engagement tools to predict and fix poor experiences.

The result? Turn unhappy customers into brand advocates who stay longer and spend more.



## Benefits



Predict and fix poor experiences in the moment



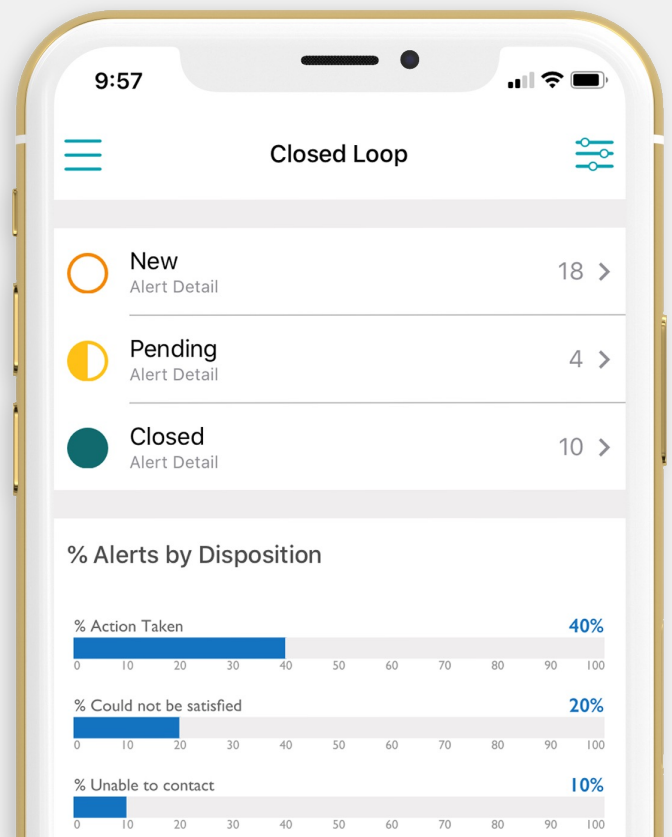
Repair relationships with dissatisfied customers



Uncover the root causes of rough spots in the customer journey



Keep customers longer



# Key Features

## AT RISK ALERTS

Define “at risk” customers and trigger alerts in a way that makes sense for your brand –using flexible business rules and the market’s leading text analytics engine.

## REAL TIME CLOSED LOOP

Sometimes, following up with a customer after they’ve shared their bad experience is too late. **XP Messaging** streamlines your closed loop initiatives by connecting unhappy customers with a resolution expert inside the survey.

## SMART ROUTING & ASSIGNMENT

Hierarchy mapping gets alerts into the hands of the right employee employees, instantly.

## GUIDED ACTIONS

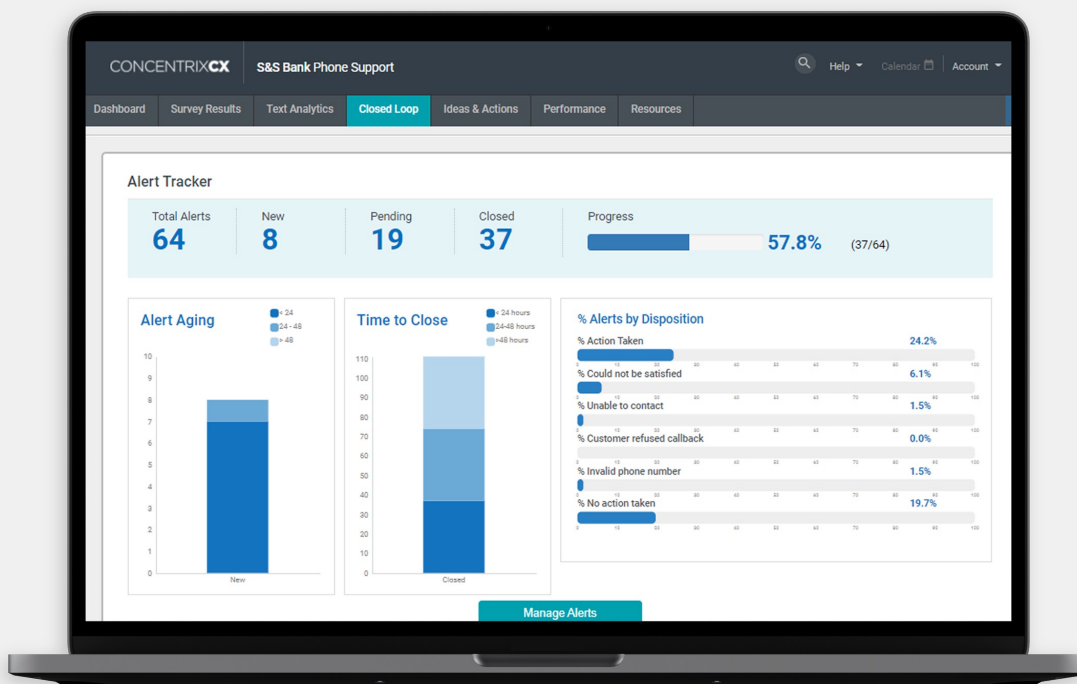
Case management workflows streamline the closed loop process by guiding employee follow-up steps and actions.

## INSIGHTS & REPORTING

Tailored reporting provides instant visibility into the root causes of customer issues and the impact of closed loop efforts.

## SYSTEMS INTEGRATIONS

Seamlessly hook into established systems, notifying relevant teams of “at risk” customers inside collaboration tools such as Slack, and even triggering customer engagement campaigns in platforms like Salesforce.



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lift in CSAT

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saved

**20%**  
reduction in  
escalations

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Thank you!  
My order confirmation  
number is 308152039.



**CONCENTRIXCX**

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

***Contact us today!***

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