

# CONCENTRIX**CX** Digital HealthCheck

When it comes to digital experiences, the future is now. Yet only 53% of customers are satisfied with their digital interactions.\*

Why? Unfortunately, most companies don't have the digital maturity to meet their customers' needs. To be successful, digital transformation strategies must be grounded in a holistic understanding of CX, including customer segments, pain points, desired outcomes and interaction channels.

**Digital HealthCheck**, powered by ConcentrixCX, is a pre-packaged benchmarking survey sent to your customers.

It captures insight about your customers' experiences, preferences and pain points when they interact with you digitally. Findings are analyzed and compared to our national averages, giving your company insight into targeted opportunity areas and relative strengths and weaknesses.

## Insights guide your digital experience strategy.

Uncover hidden opportunities

Assess relative strengths and weakness

Improve digital experiences, faster

Prioritize CX & DX initiatives

Maximize the financial impact of your DX strategy



\* Concentrix 2020 Digital Benchmark Research

# Key Features



## **PRE-PACKAGED BENCHMARKING SURVEY**

A best-practice benchmarking survey to assess digital trends and behaviors



## **INDUSTRY BENCHMARKS**

A custom insights report, including targeted opportunities for your company and comparisons to national averages



## **EMAIL DATA COLLECTION**

Surveys sent via email to a targeted list of your customers



## **RECOMMENDATIONS**

A list of prioritized opportunities for improving the digital experience for your customers

## **Rapid delivery, turnkey deployment**

Begin capturing  
digital insights  
as soon as next  
week!







**\$1.5M**

Saved with new digital  
& communication  
strategies

**56%**

Increase in self-  
service success in  
3 months

**\$1.7M**

Saved by improving  
self-service  
success

# CONCENTRIXCX

Unleash the power of feedback!  
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