

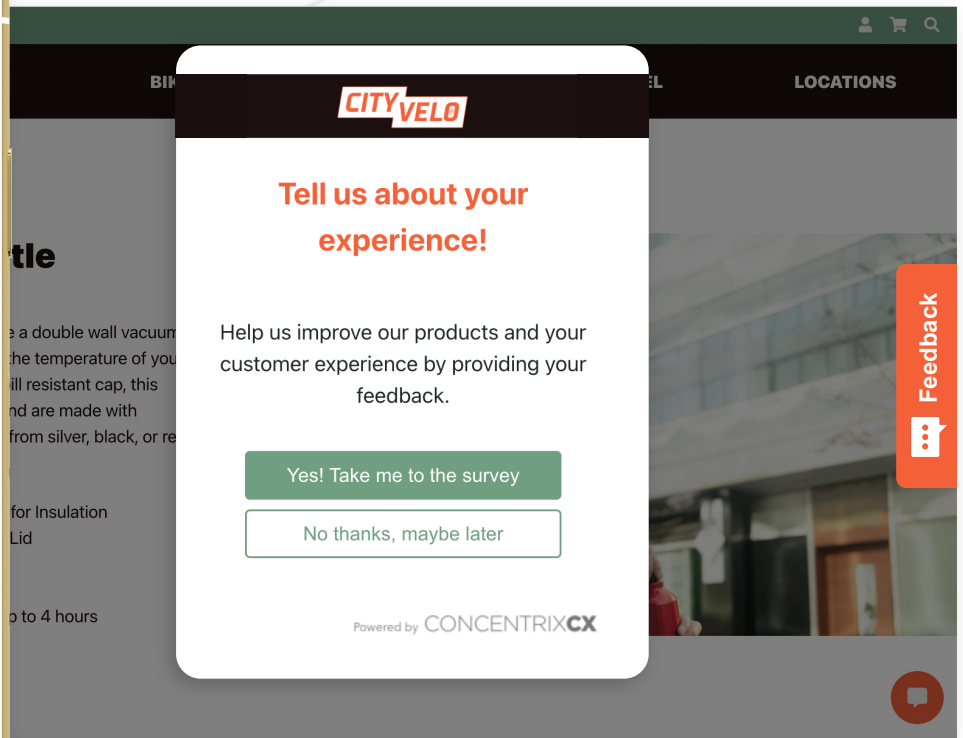
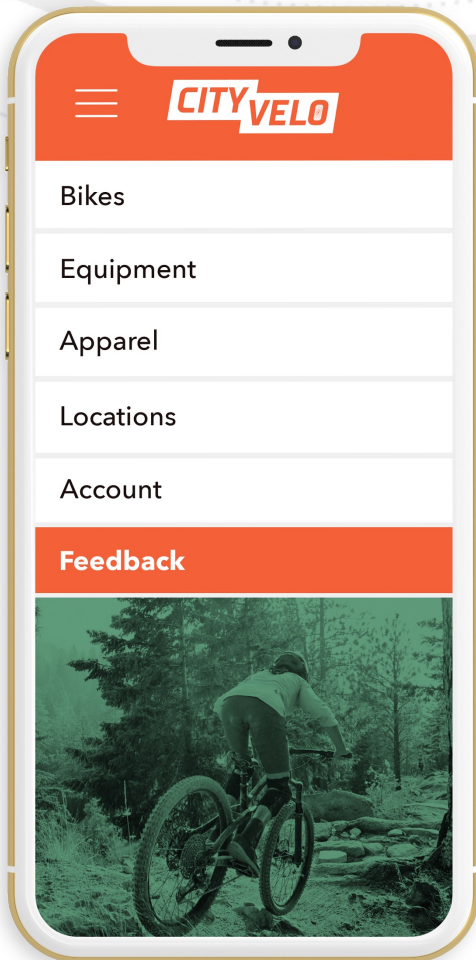
# CONCENTRIXCX

VOC Essentials for Digital

## Actionable Digital Insights in 3 Weeks

VOC Essentials for Digital puts you and your organization on the quickest path to collecting digital feedback and prioritizing improvements.

Powered by ConcentrixCX, this preconfigured solution spans both websites and mobile apps, and is designed based on best practices from CX leaders. You'll get access to all the valuable and actionable feedback from your customers in just three weeks from program start.



# Key Features

## DIGITAL LISTENING POSTS

Give your customers the opportunity to share feedback when it's convenient for them, with this "always on" capability –available for websites and mobile apps.

## IN-SESSION SURVEYS

Solicit customer feedback in key moments of truth along their digital journey –available for websites and mobile apps.

## INTERPRETIVE REPORTS

Spend less time digging into the data, and more time taking action on the insights, with CX experts who will analyze the results on your behalf.

## UNSTRUCTURED SURVEY FEEDBACK

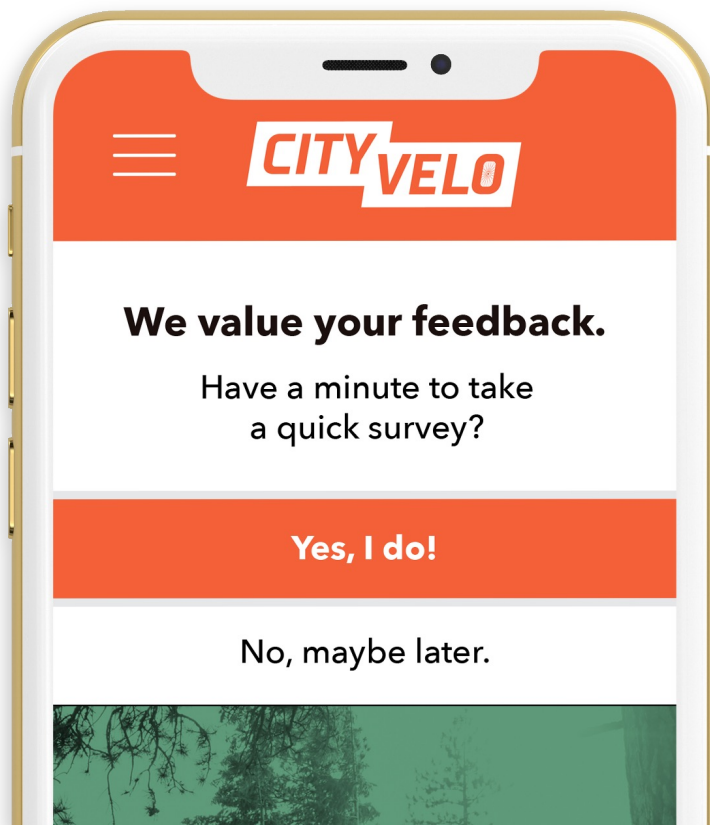
Analyze unstructured feedback collected through open-end questions with help from artificial intelligence (AI) and natural language processing (NLP).

## WEB ANALYTICS INTEGRATION

Paint a full picture of the digital experience with out-of-the-box integrations that tie together customer feedback and clickstream data.

## SOFTWARE DEVELOPMENT SKILLS

Easily integrate in-session surveys into your mobile app by using a preconfigured software development kit.



Concentrix is named a  
Strong Performer in the  
Forrester Wave™:  
Customer Feedback  
Management Systems

FORRESTER®

# Benefits



## LAUNCH A BEST-PRACTICE SURVEY INSTANTLY

Since VOC Essentials for Digital is preconfigured based on industry best practices, you'll find it easy to deploy digital surveys quickly. Because little to no IT resources are needed, you'll uncover pain points, gaps, and opportunity areas faster than with a custom-designed solution.



## IDENTIFY DX OPPORTUNITIES EASILY

VOC Essentials for Digital is fully integrated into ConcentrixCX, and specifically designed to power action. You'll have access to leading technology, including text analytics for unstructured feedback and closed loop capabilities for following up with customers directly.



## INSIGHT FROM CX EXPERTS

Our CX pros will analyze findings across your digital channels, flagging opportunity areas and giving clear recommendations for how to improve –freeing you up to take action, instead of spending time analyzing data.





**40%**  
adoption

Improve  
**2x**  
faster

**5x**  
ROI in 12  
months

# CONCENTRIXCX

Don't just measure experiences,  
transform them.

**Contact us today!**

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[www.concentrix.com/solutions/voc](http://www.concentrix.com/solutions/voc)

**VOC**  
**VOICE OF THE  
CUSTOMER**  
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