

CX ORCHESTRATION: THE NEXT LEVEL FOR YOUR VOC PROGRAM



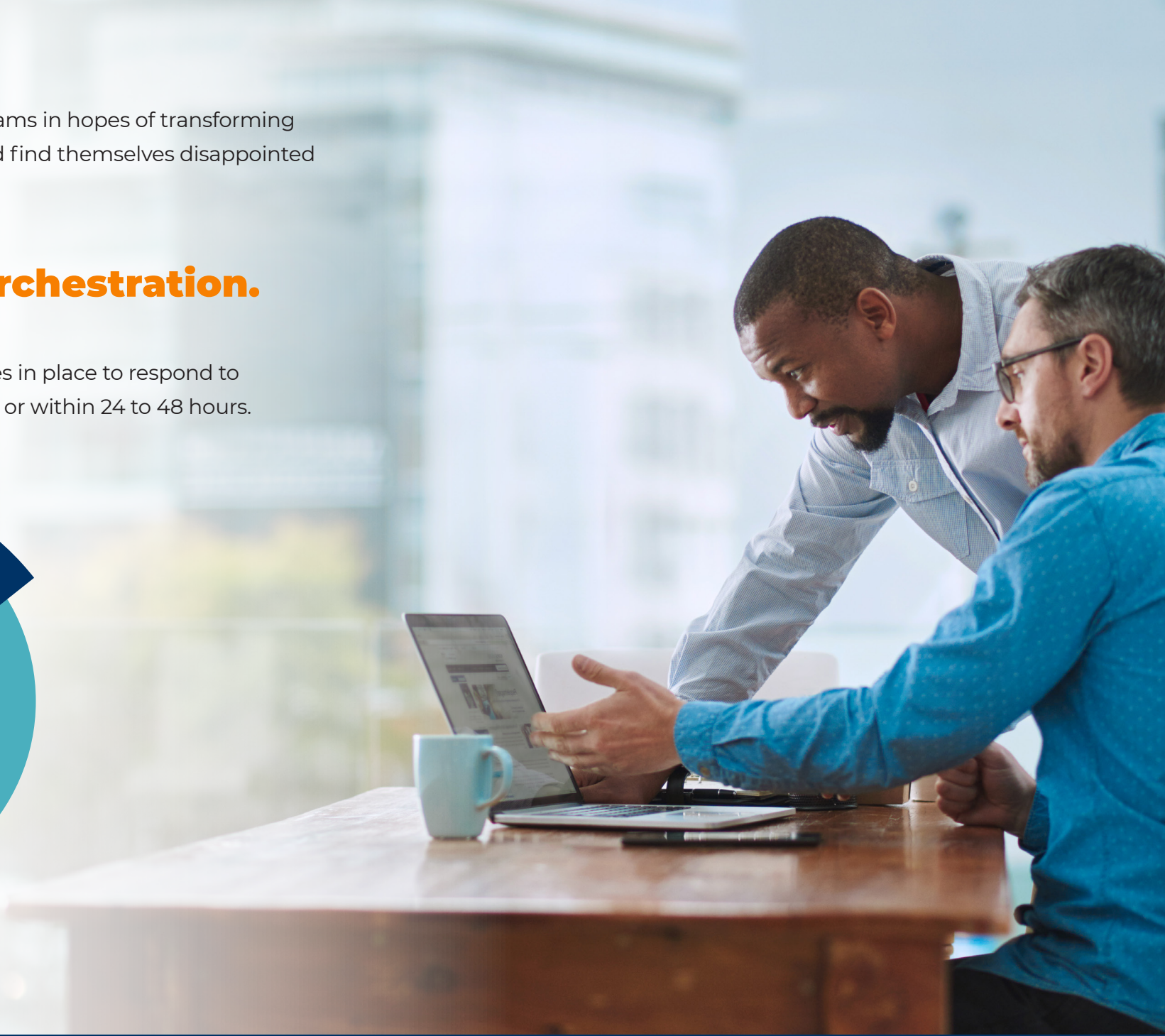
Too often, companies will deploy survey programs in hopes of transforming their customer experience journey, but instead find themselves disappointed when they don't see the anticipated results.

The missing link? CX orchestration.

Companies should have systems and processes in place to respond to customer feedback quickly, ideally in real time or within 24 to 48 hours.



¹Concentrix Maturity Assessment, 2022.



Why CX orchestration?



Retention

Improve loyalty and save at-risk customers.



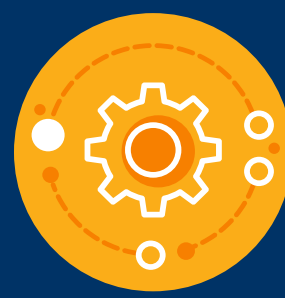
Enrichment

Cross-sell and upsell.



Advocacy

Acquire new customers.



Efficiency

Reduce operational costs.

Ways to solve for the missing link

1 Stop the survey

Benefits of using human-assisted channels include:



Concentrix proprietary research.



2 Enrich the survey

Surveys can do more than just ask questions.




Reduce journey effort

Ex.) A healthcare company linking a customer to claims information based on feedback received.



Mitigate risk

Ex.) An insurance company driving a customer to support by clicking to call or chat.

Create engagement

Ex.) A bank encouraging a customer to download the mobile app to check account, monitor payments, and more.

Generate revenue

Ex.) A retailer redirecting a customer to a landing page that advertises their upcoming fall collection.



3 Enable employees

Make it easier for teammates to act fast with integrations.



Use cases for integrations

Customer Relationship Management (CRM)
Alert executives through direct notifications when key stakeholders provide feedback.

Digital Analytics
See digital experience alongside feedback received to identify areas of friction in the user experience.

Marketing Automation
Create campaigns to increase education around a topic that has caused confusion or higher effort.

Collaboration Tools
Notify teammates when the next step in an action plan requires their involvement.