

Knowledge Brief

Quadrant Knowledge Solutions

Concentrix is a Leader in SPARK Matrix: Voice of the Customer (VoC) 2022



An Excerpt from Quadrant Knowledge Solutions
"SPARK Matrix: Voice of the Customer (VoC), 2022"

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Quadrant Knowledge Solutions defines a Voice of the Customer (VoC) as “A VoC platform is an integrated and comprehensive voice of customer solution that collects customer feedback (direct, indirect, and inferred) across various data sources in a multichannel environment, offers customer insights for analysis, and operationalizes customer experience insights. With effective execution, VoC tools can provide a robust CX framework to deliver improved customer experiences which are based on in-depth analysis of customer feedback.”

Brands leverage VoC tools to understand how their customers perceive their products or services. The VoC platforms help organizations understand the customer behavior, emotions, and pain points by gathering customer feedback from various data sources- online or offline. It moreover helps brands identify the gaps in their business processes across touchpoints and enable them to execute strategies to continually improve processes for improved customer retention.

Voice of Customer (VoC) is considered an integral part of an organization's customer engagement and retention strategy. The Voice of the Customer helps organizations in shifting the focus from aggregate data to individual data. Brands are cognizant of the underlying potential of VoC platform in delivering superior customer experiences. The platform also emphasizes on the significance of closing the feedback and helps organizations in dealing with customer complaints. VoC develops a strategy that engages the entire organization, by allowing all departments to collaborate on a certain case and routing the respective complaints to the appropriate department. Organizations are focusing on building VoC campaigns that can help them frame customer engagement strategies by understanding consumer demands. However, the objective of a VoC program is not limited to capturing and analyzing data. An effective VoC program should also help brands capture comprehensive data, produce accurate and reliable insights, analyze data, draw conclusions, and adopt the right measures to improve the customer experience.

With the rise in the number of data sources and customers expressing their feedback, pain points, reviews across multiple channels, gathering and analyzing such huge volumes of data is becoming a cumbersome task for enterprises. This challenging process engenders the need for VoC tools and platforms. It empowers organizations to derive more value from multiple data sources in an omnichannel

environment and optimize engagement strategies to meet their CX needs. VoC tools or platforms help organizations build an effective voice of customer program that typically involves the collection of data through various sources and channels, analysis of the data to understand the customer expectations and utilizing the derived insights to take actions to improve the specific areas of business.

Brands are also looking at adopting an end-to-end approach to design VoC programs, gain advanced customer insights, and drive personalized engagements in an omnichannel environment. Organizations are increasingly adopting multiple VoC tools and applications, including traditional survey tools, enterprise & SMB VoC software, and website VoC tools, based on the priority of customer touchpoints. Many organizations have adopted several tools, including customer feedback, reviews, etc., that help capture the voice of their customers regarding their products or services. While capturing VoC through sources surveys, social media, online reviews, emails, live chats, and more is not new to organizations, brands are increasingly relying on customer feedback and conversations to improve their customer experiences. As a result, users will have a more coordinated approach to improve the customer experience, overcoming difficulties, and driving business growth.

Quadrant Knowledge Solutions' [SPARK Matrix: Voice of the Customer \(VoC\), 2022](#) research includes a detailed analysis of the global market regarding short-term and long-term growth opportunities, emerging technology trends, market trends, and future market outlook. This research provides strategic information for technology vendors to better understand the existing market, support their growth strategies, and for users to evaluate different vendors' capabilities, competitive differentiation, and market position.

The research includes detailed competition analysis and vendor evaluation with the proprietary SPARK Matrix analysis. SPARK Matrix includes the ranking and positioning of leading Voice of the Customer (VoC) vendors with a global impact. This study includes an analysis of key vendors, including Alchemer, Alida, Cisco Webex XM, Concentrix, CustomerGauge, CX Index, Forsta, Eloquant, InMoment, Medallia, Momentive, NICE, OpenText, Qualtrics, QuestionPro, Reputation, SandSIV, SMG, SurveySparrow, Tivian, Upland Software, and Verint.

Market Dynamics and Trends

The following are the key market drivers as per Quadrant Knowledge Solutions' Voice of the Customer (VoC) strategic research:

- Increasing demand for improved feedback capture capabilities to support an omnichannel environment. VoC vendors are incorporating AI-powered feedback capture capabilities such as text analytics that help organizations understand unstructured data and underlying sentiments. In addition, VoC vendors are increasingly focusing on helping organizations engage with their customers in creative ways and increase the feedback response rate beyond the existing survey methods.
- Organizations are increasingly focusing on enhancing their AI/ML capabilities to drive contextual and hyper-personalized engagements. Vendors are leveraging AI/ML capabilities to deliver improved data analysis capabilities and capture VoC feedback across various channels, besides direct surveys. Vendors are focusing on increasing their products' speech analytics capabilities with an AI-powered approach to deliver next-level service and experience quality. AI-driven advanced capabilities for speech, text, sentiment, and predictive analysis, will continue to provide users with a comprehensive understanding of customer pitch, tone, behavior, and satisfaction.
- Onset of Digital Transformation Urging VoC Platform Vendors to Optimize their Digital Capabilities. VoC vendors are helping brands capture, combine, analyze, and act upon direct, indirect, and operational feedback collected through various channels to enable them to transform customer experience at scale and achieve business goals to sustain in the digital age. Vendors are also focusing on offering multichannel AI-assisted VCA/bots to resolve even complex customer complaints or queries without human interference.
- Increasing Focus on Offering Targeted Surveys and Personalized Survey Experience. With the underlying challenges related to lengthy generic surveys and survey fatigue, many VoC vendors have either incorporated or currently emphasizing the addition of a contextual, targeted survey feature to their offering, and providing different survey

types to drive engagement. With the importance of assessing customer experiences across all touchpoints and stages of their journey in this customer experience era, targeted surveys are expected to help organizations understand unique and changing customer needs and help bridge the customer experience gaps.

- Growing Emphasis on Connecting VoC and VoE Strategies to Drive Operational Efficiency and Further Enhance Customer Experience. Organizations can link their VoE and VoC programs by determining, assessing, and mining key VoC and VoE metrics, such as buying experience and brand advocacy and more. VoC platform vendors are offering robust VoC and VoE capabilities to help organizations capture and analyze customer and employee feedback effectively and inculcate an action-oriented customer-first approach environment within the organization.
- VoC vendors increasing focus on enhancing self-service capabilities. Vendors are offering survey authoring and self-service capabilities and are helping brands to deploy new questions to ongoing surveys instantly and collect responses in real time. Vendors are looking at offering a self-service tool with portals and guides for business users with minimum to no expertise, thus enabling them to solicit feedback from their customers.
- Shift in the requirements of the skills of CX professionals and practitioners. Growing focus on building and training frontline teams to address diverse challenges in a dynamic environment.
- VoC and contact center technologies' robust value propositions are driving increased adoption and making them an integral part of customer interaction management and customer engagement strategies.

Voice of the customer (VoC) vendors are emphasizing on strengthening their platform capabilities by leveraging AI/ML, automation, analytics modules to deliver deep actionable experience insights, and provide out-of-the-box and self-service support, expand the channels, cater to diverse marketing use cases, and enhance integration, feedback collection, and advanced business intelligence capabilities. Vendors continue to augment their AI-powered predictive models to assess

customer touchpoints for understanding customer behavior, actions, satisfaction, and more. Organizations are consistently looking at CX tools that adapt with their evolving business model and enable them to efficiently design business as well as customer-centric strategies. As the VoC market consists of multiple vendors with varying platform capabilities and supporting services, organizations often encounter a challenge in understanding the best-fit VoC platforms for their high-level business critical requirements.

While a majority of the vendors may provide all the core functionalities, the breadth and depth of the capabilities may differ by different vendors' offerings. Users should evaluate VoC platforms that offer comprehensive capabilities to provide seamless connectivity to organization-owned tools and platforms, a broad range of out-of-the-box capabilities, scalability & extensibility, omnichannel feedback collection capabilities, unified customer visibility, advanced analytics, advanced action and case management, and such others. The vendors' ability to offer a truly open architecture-based platform is vital for enhancing the customer ownership experience. Additionally, the vendor's customer value proposition may differ in terms of ease of deployment, ease of use, price/performance ratio, support for a broad range of use cases, global support service, and such others. The customer experience space is continuously transforming, requiring vendors to expand their R&D investments, make continuous enhancements to their software and provide a robust technology value proposition to ensure future customer needs are met. The vendor's ability to accommodate emerging technology trends, artificial intelligence, machine learning technologies, and holistic, and the unified platform is increasingly becoming key differentiators for selecting VoC platform.

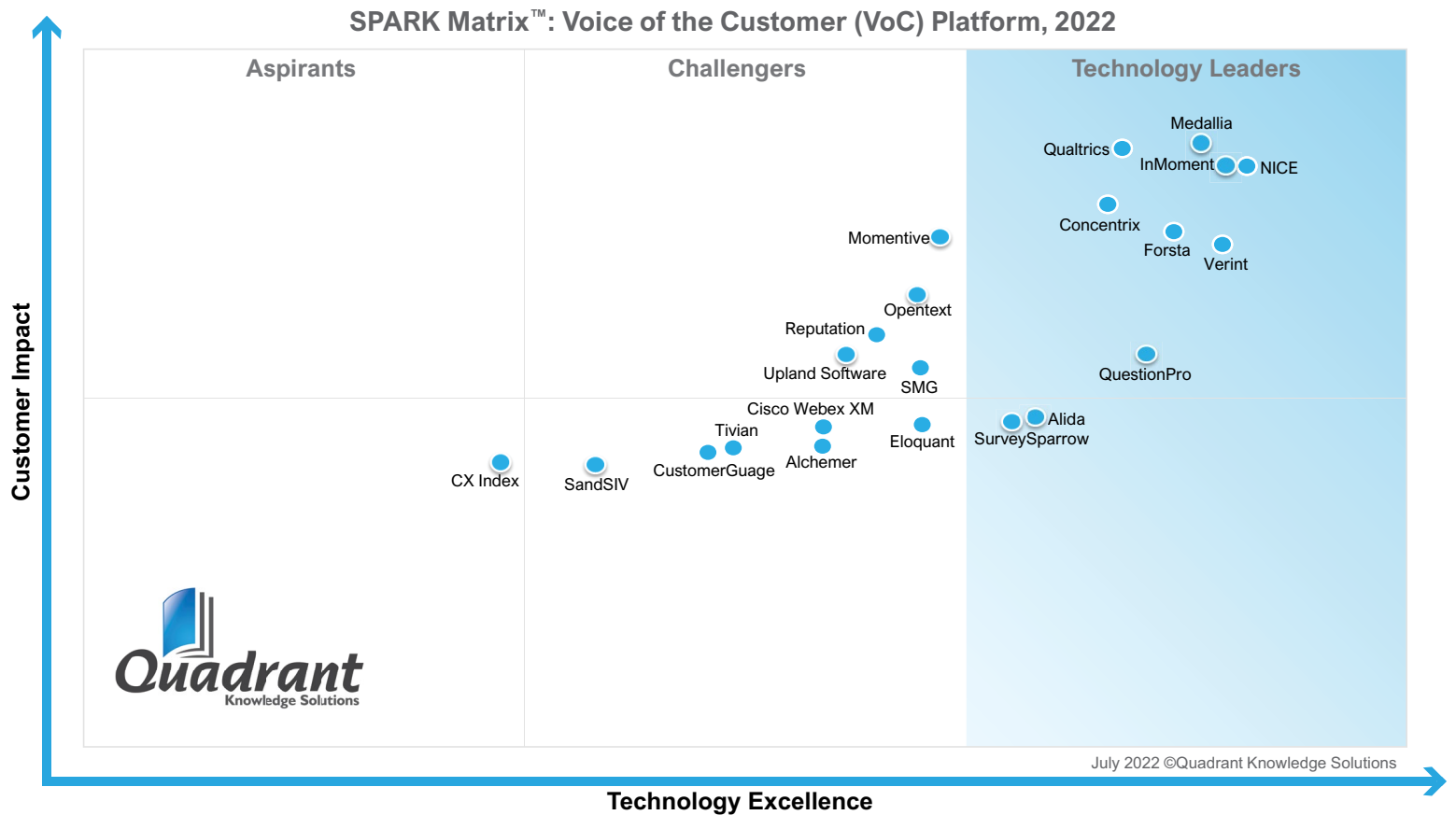
SPARK Matrix Analysis of the Voice of the Customer (VoC) Market

[Quadrant Knowledge Solutions](#) conducted an in-depth analysis of the Voice of the Customer (VoC) vendors by evaluating their product portfolio, market presence, and customer value proposition. Market research for the Voice of the Customer (VoC) provides competitive analysis and a ranking of the leading providers in the form of a proprietary SPARK Matrix™. SPARK Matrix analysis offers a snapshot and a visual representation of key market participants. It provides strategic insights into how each service provider ranks its competitors based on their respective service excellence and customer impact parameters. The evaluation is based on primary research, including expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall Voice of the Customer (VoC) market.

Technology Excellence	Weightage	Customer Impact	Weightage
Sophistication of Technology	20%	Product Strategy & Performance	20%
Competitive Differentiation Strategy	20%	Market Presence	20%
Application Diversity	15%	Proven Record	15%
Scalability	15%	Ease of Deployment & Use	15%
Integration & Interoperability	15%	Customer Service Excellence	15%
Vision & Roadmap	15%	Unique Value Proposition	15%

According to the SPARK Matrix analysis of the global Voice of the Customer (VoC) market, “Concentrix, with its comprehensive ConcentrixCX platform capabilities, has received strong ratings across the parameters of technology excellence and customer impact and has been positioned amongst the leaders in the 2022 SPARK Matrix of Voice of the Customer (VoC) market”.

Figure: 2022 SPARK Matrix™
(Strategic Performance Assessment and Ranking)
Voice of the Customer (VoC) Market



Concentrix

Founded in 1983 and headquartered in Fremont, California, [Concentrix](#) provides business services focused on customer engagement. Concentrix offers ConcentrixCX – an enterprise voice of the customer (VoC) platform that gathers feedback and provides real-time reporting and insights to organizations for delivering unique customer and employee experiences. The platform offers comprehensive capabilities, including omnichannel feedback, analytics, and AI-powered insights, experience orchestration, and experience management services.

The platform captures and aggregates feedback data from any channel (including email surveys, SMS, web intercepts, digital feedback tabs, in-app communications, messaging channels, connected IoT devices, IVR, telephone, etc.) across the customer's journey. The platform offers branded, interactive surveys to enhance the response rate and deliver a seamless feedback experience. It helps users to capture feedback from social media and leverage AI capabilities to identify customer pain points. It also helps identify and swiftly interact with high-risk customers. The social feedbacks are displayed along with insight sources to deliver instant visibility into cross-channel performance. The platform also helps users fetch data from their organizations' complaints systems and employ AI capabilities to catalog critical customer issues.

The ConcentrixCX platform is equipped with analytics & AI-powered insights capability that helps organizations to transform their text from surveys, social interactions, employee notes, and more into actionable insights. The platform assists users to leverage machine and human learning to assess text feedback, surface themes, quantify sentiment and prioritize action automatically. With advanced analytics and an AI-driven module, users can enhance the experiences by identifying major customer issues, understanding the priority for resolution, and anticipating the consequences of these issues. The platform combines feedback data across channels within a single system to provide a 360-degree view of customer and employee experience. It also offers compelling query resolution tools that enable organizations to manage areas of opportunity. The platform includes an analyst suite/robust and intuitive tools that help organizations' analytics teams to identify and act on strategic insights. Users can gain role-based insights by defining access rights and reporting as per their organization's hierarchy and requirements. The platform gives users the flexibility to customize insights, visualizations, and workflows for designated individuals.

The platform's experience orchestration capability helps organizations orchestrate actions in real time. It enables managers/leaders to track, assess, and enhance their employees' performance in real time. It also includes tools such as personalized scorecards, guided coaching workflows, improvement storyboards, and recognition. The platform helps organizations streamline experience management with real-time alerts related to customer issues. It helps organizational teams address issues quickly, mitigate churn risk and determine larger systemic issues using native alert prioritization, routing, and a full case management system. With native crowdsourcing tools, managers/leaders can capture, monitor, and arrange employee ideas based on team, department, category, and overall impact. The platform also offers an action planner module that includes guided workflows and collaboration tools for organizational teams to outline improvement roadmaps, tag owners to unique activities, monitor developments, and evaluate the effect of applied solutions. The platform also helps organizations promote experience management platform adoption and engagement with tailored, digital notifications for employees. These notifications can remind employees to log in, use their tools, and perform designated actions.

The platform is coupled with experience management services that include best practices and proven methods. These services help organizations to drive maximum value from the technology. Concentrix's design team helps organizations to build a high-impact voice of the customer program as per their requirements. This team guides from feedback strategy to platform reporting, design decisions, and more. The company's implementation and program success teams ensure organizations are driving maximum value from the VoC platform. The culture consultants help organizations to design and deploy strategies for employee engagement. These consultants also help the organizations from platform adoption plans to closed-loop design. Concentrix also offers VOC Analytics Services, where CX Analysts and Change Agents help organizations make the most of their customer experience data, uncover meaningful intelligence, and drive value for customers. By combining the powerful insights from ConcentrixCX with people-led root cause analysis, action planning, and business strategy, program outcomes are accelerated.

Analyst Perspective

Following is the analysis of Concentrix's capabilities in the global Voice of the Customer (VoC) market:

- Concentrix's SaaS-based VoC platform provides streaming updates regarding the CX performance across all channels of experience including customer service, digital, retail, etc., that helps organizations uncover at-risk customers, monitor root causes, and take action to close the loop. The platform applies AI and NLP to drive CX success and guides organizations in terms of process, policy, and channel opportunities. Concentrix offers ConcentrixCX Mobile for organizations to listen, learn, and act on feedback from any location. This robust mobile application, packed with role-based dashboards, case management, and comments and recognition features, empowers organizations to monitor performance and address issues promptly. The platform offers key technological differentiators such as live close-loop, idea crowdsourcing, strong text analytics support, and capturing conversational feedback.
- Concentrix offers native and intuitive support for speech and text insights to enables organizations to understand customers' pain points and their actions across various touchpoints. With speech and text analytics support, the platform mines and transforms the experience data captured from chat transcripts, call recordings, CRM/sales data, customer data, social media, and messaging into actionable insights to boost customer loyalty, enhance customer experience, and increase ROI. Concentrix's technology specialist, analytics experts, and tenured professional services help organizations drive best practices and desired business outcomes. The platform caters to various use cases, including modernizing voice of the customer for business banking, enabling organizations to adopt best practices and innovations, decreasing escalation calls, uncovering frontline behaviors impacting customer experiences, using text analytics to identify customer pain points and friction, leveraging survey feedback and real-time alerts to determine to save at-risk customers, and more.

- From a geographical presence perspective, Concentrix has a presence in North America, APAC, and EMEA regions. From an industry vertical perspective, the company has a presence across a wide range of sectors, including automotive, banking, and financial services, insurance, government, healthcare, technology, consumer electronics, media, and communications, retail and e-commerce, travel and transportation, energy, and public sector.
- Concentrix may face competition from well-established VoC vendors having a significant global market presence as well as emerging vendors focusing on implementing compelling market expansion and penetration strategies. However, with its domain expertise, robust service and technology support, and strong customer value proposition, Concentrix is well-positioned to expand its market share in the global VoC market.
- Concerning future roadmap, Concentrix plans to further expand its platform's capabilities in the areas of unstructured data analytics, experience orchestration, and do-it-yourself visualizations. Concentrix has made significant progress in expanding its integration suite, offering over 600 pre-built connectors into 3rd party platforms.