

INDUSTRY  
INSIGHTS

# The Power of Engagement

How adopting ConcentrixCX can  
change the hearts of employees  
and business results.

concentrix™



# The Power of Engagement.

Engagement separates **good** from **great**.

When it comes to VOC programs, employee or user engagement isn't discussed enough. In fact, it's often completely overshadowed by decisions about survey design, technical integration and implementation timelines.

Employee or user engagement is one of the few factors in a VOC program that can create a sustainable stream of outcomes for your business. Because it isn't discussed enough, you'll need to prove to your organization that engagement in customer feedback drives results – it isn't simply the latest buzzword or industry “fluff.”

This LookBook includes examples from several of today's most beloved brands, showing the power of engaging users with ConcentrixCX, our enterprise customer feedback platform.



**2x**

Employees who consistently access ConcentrixCX **improve 2x faster** on average than those who don't.

# Adoption of ConcentrixCX drives big wins.

## ConcentrixCX Engagement



IMPACT ON CUSTOMER SATISFACTION

Employee setting appropriate expectations

+2.3

+0.7

Employee demonstrating understanding of situation

+2.5

+1.7

Professionalism

+2.2

+1.3

RATE OF EMPLOYMENT ON EMPLOYEE BEHAVIORS\*

● Logged into CX Platform  
● Did not log in

*\*over a 6 month period*

## Leading Regional Bank

Engaged employees show stronger CX performance overall

Engaged employees show accelerated improvement on behaviors that matter

## Project Scale and Scope

1M surveys per year

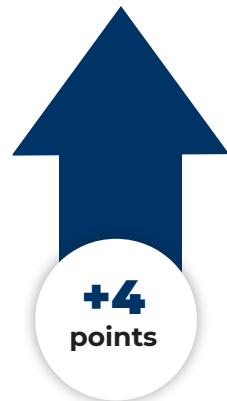
11 business lines

2,500 platform users

# Use of ConcentrixCX Performance Suite accelerates CX.

## Customer Service Satisfaction

Annual Improvement



LOCATION A

**94%**

Coaching activities completed in ConcentrixCX

**149**

Average log-ins per manager (annual)



LOCATION B

**40%**

Coaching activities completed in ConcentrixCX

**31**

Average log-ins per manager (annual)

## Health Insurer

Engaged employees show stronger CX performance overall

A strong connection exists between consistent use of coaching tools and CX results

## Project Scale and Scope

200k annual surveys

15+ interaction types

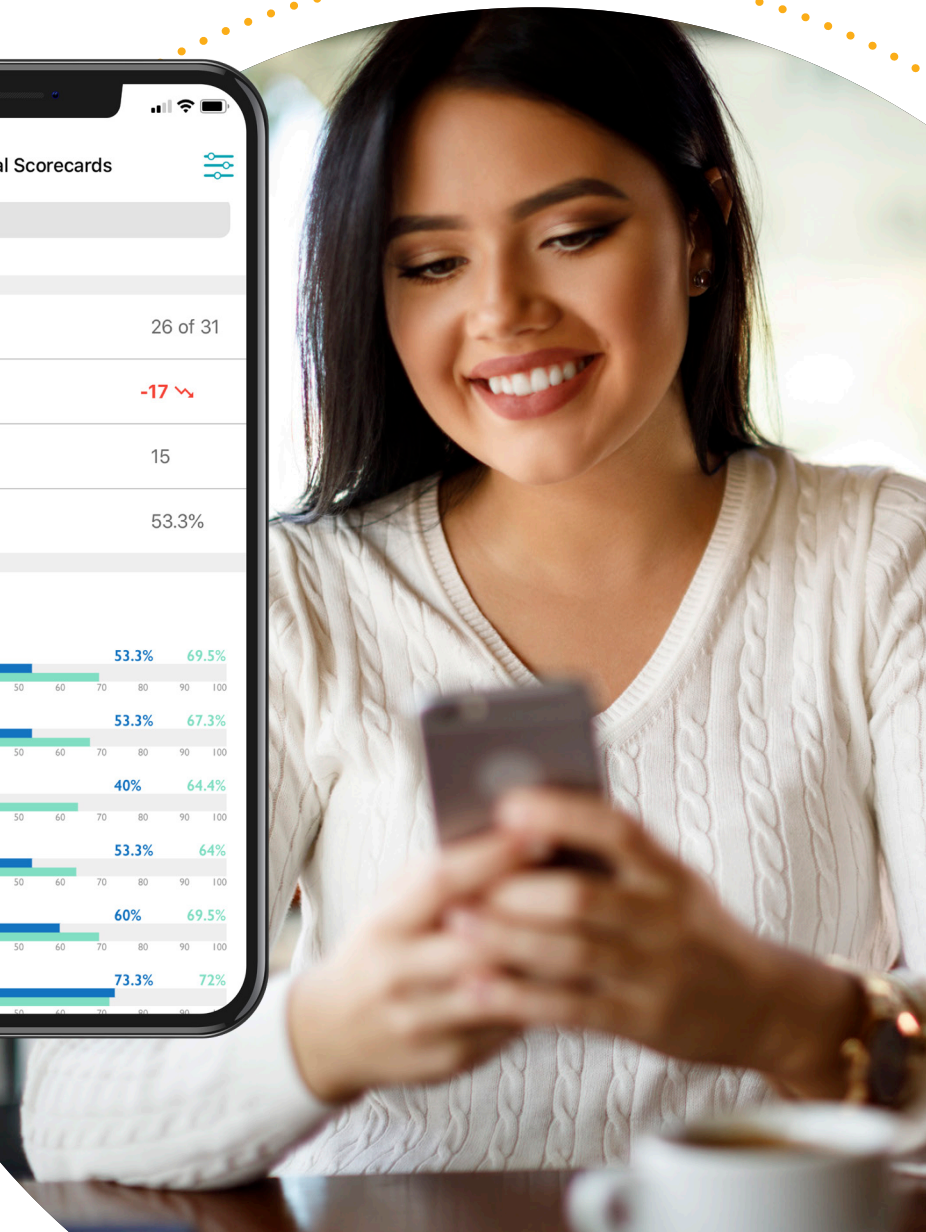
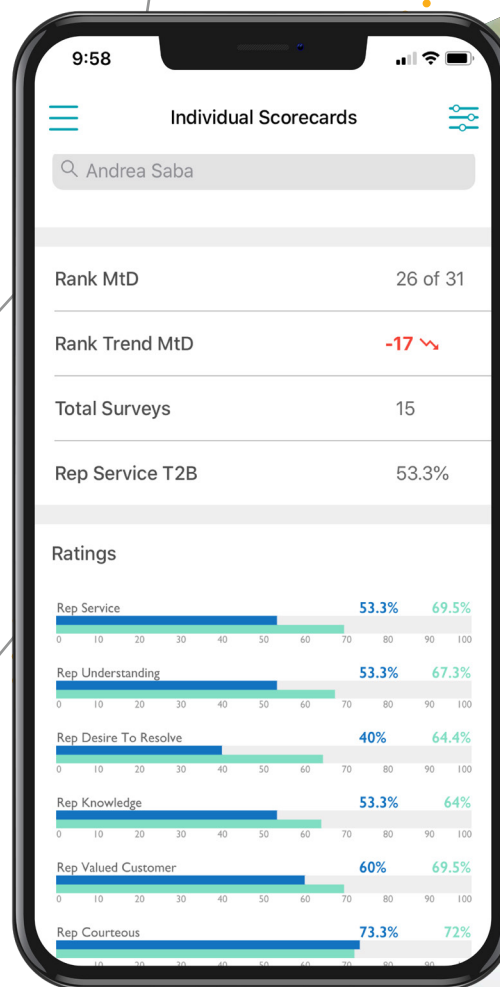
1,000 platform users



# Driving engagement requires the right partner and strategy.

Believe it or not, proving the connection between platform engagement and VOC success is the easy part. Driving engagement is harder. That's why you need the right VOC partner who can bring both the technology and support needed to drive consistent use of customer feedback.

The ConcentrixCX platform was purposefully built to inspire employees of all levels to engage with customer feedback on a daily basis. Employees have 24/7 access to personalized dashboards, action tools and engagement trackers that will inspire them to think and act differently. Even better, all of this great information is easily accessible on a mobile app, giving employees the opportunity to engage anywhere, anytime.



But, technology alone won't do the trick. Strategies to engage your people must be in motion alongside the technology in order to see the adoption you're looking for.

That's why we provide support to our clients across the 3 core dimensions of engagement – training, communication and process. In addition to ConcentrixCX, this support is an integrated part of our VOC solution.

Read on to see the impact this support has on driving engagement.



1

## Training

Build confidence in the program and software



2

## Communication

Keep employees tightly connected



3

## Process

Embed feedback into your operational heartbeat

# Employee communications strategy improves engagement with ConcentrixCX.

## Platform Usage



Our client saw significant improvement in platform usage after deploying the Concentrix Communications Pack.

### The Pack includes:

- Communications Strategy Seminar
- Smart Notification
- Statement Notifications
- Digital Newsletter

## Super-Regional Bank

Communication strategies are vital to ongoing engagement and adoption of VOC results

## Project Scale and Scope

- 500,000 survey responses
- 10,000 employees engaged with ConcentrixCX
- 17 unique surveys across journeys and touchpoints



# We make it easier to drive CX success at your company.

Our VOC solutions combine expert people and user-friendly software designed to help your customer experience reach its full potential. From research design to complex issue analysis, we become an extension of your team, completely focused on your CX success.

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

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