

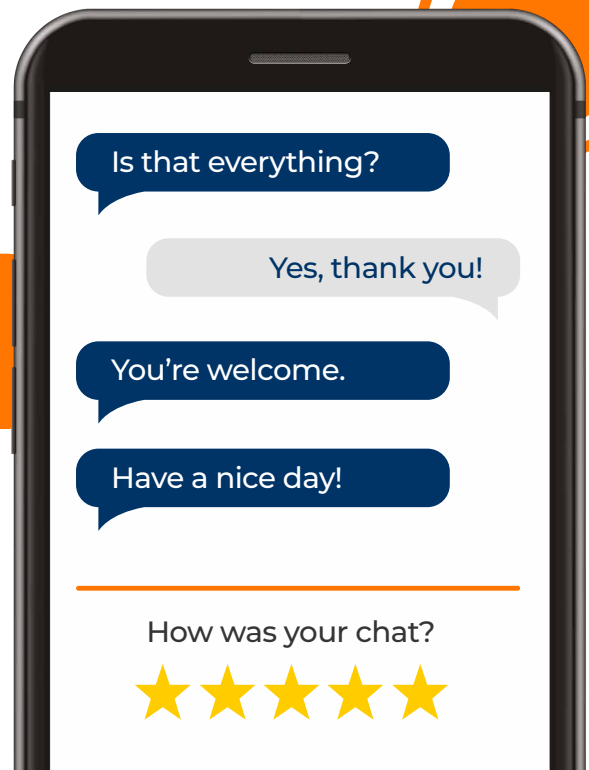


# Tips for Combining VOC and Messaging Initiatives

Customer experience leaders are combining messaging conversations and surveys to help capture and act on customer signals in real-time.

That's why we've combined ConcentrixCX, our enterprise customer feedback platform, with Concentrix XP, our business messaging platform. This fusion allows businesses to automatically trigger feedback requests inside messaging experiences, pause surveys to get customers help in real-time, and so much more.

Below are some best practices to help you make your initiatives successful and transform the customer experience!



## CAPTURE POST - CONVERSATION FEEDBACK

At the end of each messaging interaction, ask for feedback about the engagement. When you do so:



### Make it Quick

Keep the survey length short, and ask only 3-5 questions that are critical to evaluating the session.



### Make it Easy

Embed the survey into the messaging window instead of redirecting customers elsewhere.



### Add Value

After the survey, direct the customer to their next destination, offer a discount code, or recommend a new product they might be interested in based on their preferences.

## USE MESSAGING FOR REAL-TIME CLOSED LOOP

Stop surveys for unhappy customers and get them to a recovery Advisor. When you do so:



### Detect Dissatisfaction

Identify dissatisfied customers based on info they provide, closed-ended responses, or comments analyzed using AI.



### Stop the Survey

Once it's clear the customer is unhappy, route them to a conversational messaging experience.



### Assign the Right Advisor

Identify the associate who is best equipped to handle the situation, repair the relationship, and uncover the root causes of rough spots in the customer journey.



If you're ready to move beyond traditional interactions into conversational experience management, Concentrix is the partner for you.

Let's challenge conventions together!

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