



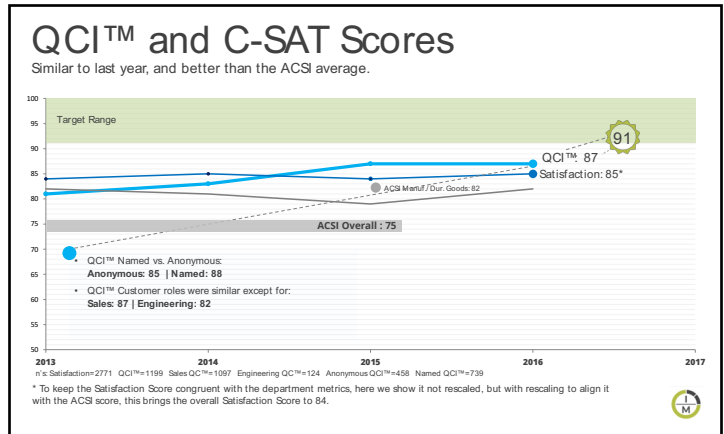
metrics + actionability

- 2 | VoC Metrics
- 3 | VoC Actions
- 4 | Customer Service Metrics
- 5 | Customer Service Actions

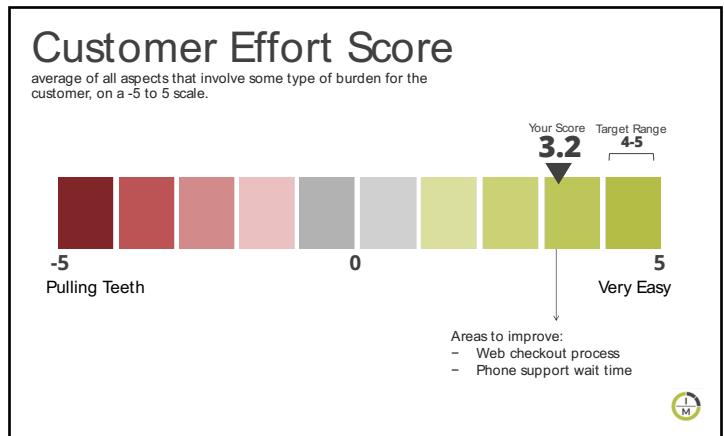


METRICS

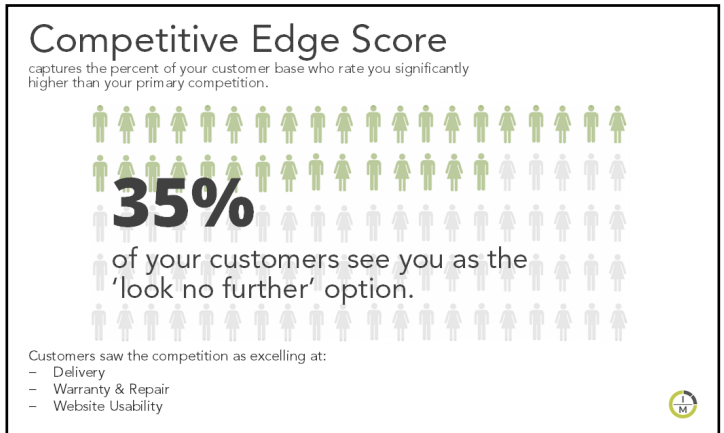
QCI™ (Quality of Customer Interaction) Score is based on multiple inputs—weighted by what matters most to each customer and their situation.



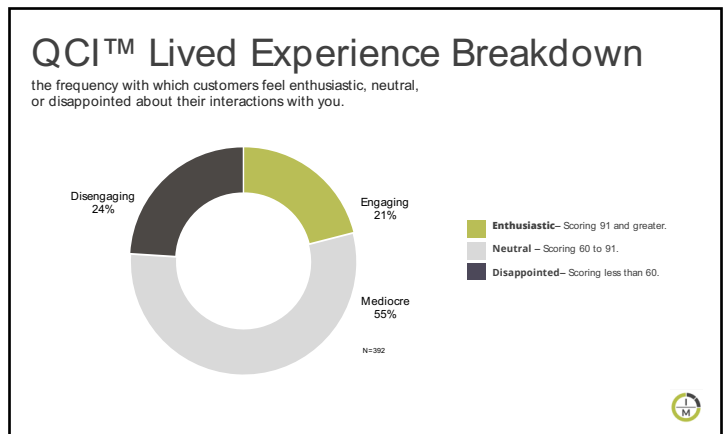
Customer Effort Score is the average of all aspects that involve some type of burden for the customer, on a -5 to 5 scale.



Competitive Edge Score captures the percent of your customer base who rate you significantly higher than your primary competition.



Lived Experience Score shows the frequency with which you deliver particular levels of experience (whether customers are disappointed, neutral, or enthusiastic).



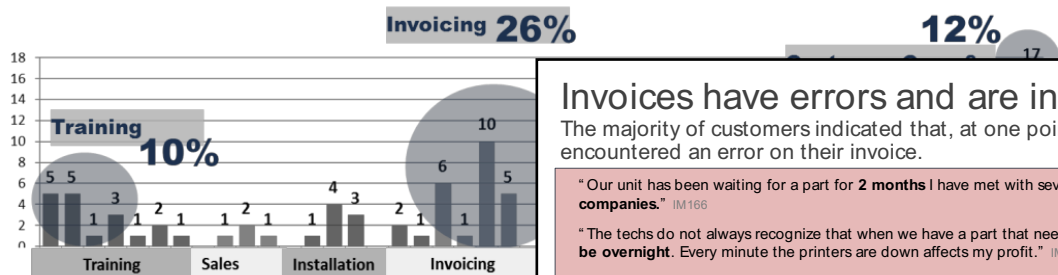


ACTIONS

Verbatim Analysis finds the themes in customer comments, quantifies them, and **unpacks the details** about exactly what customers want to see change.

About the Negative Comments

48% of negative comments expressed a need for improvement in 3 areas:



Invoices have errors and are incomplete.

The majority of customers indicated that, at one point or another, they encountered an error on their invoice.

"Our unit has been waiting for a part for **2 months** I have met with several suppliers to **change companies.**" IM166

"The techs do not always recognize that when we have a part that needs to be replaced it **needs to be overnight.** Every minute the printers are down affects my profit." IM2629

"When it comes to service though, parts are usually **not installed in the time frame they are promised.** There is always an excuse for why the part did not come in." IM1558

"a new saddle stitcher was ordered through sales (so we thought). Weeks went by & I contacted the service technician and when he checked, **the part HAD NOT been ordered.**" IM486

"They need to **keep parts to the machines under contract in the city.** 90% of my service calls that require parts have to wait till the next business day for parts to arrive." IM300

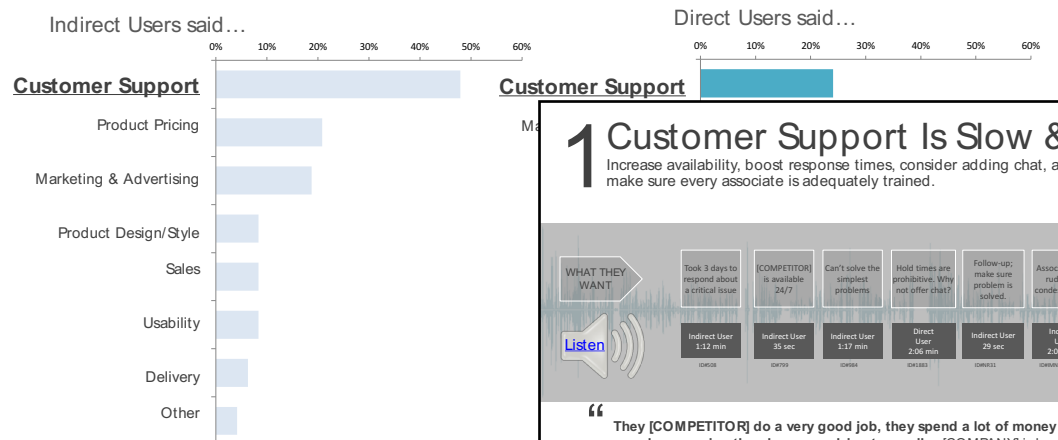
"The technician that came out was going order a part, and it **took over a month** for that part to be replaced and I had to call to ask where he and the part were. Not a good thing." IM271



Customer Interviews provide segmented summary metrics paired with **immersive text and audio** examples show where the competition is winning out, and how to gain back competitive edge.

Where does the competition excel?

Both customer types agree—the competition provides significantly better aftermarket support.



1 Customer Support Is Slow & Ineffective

Increase availability, boost response times, consider adding chat, and make sure every associate is adequately trained.



" They [COMPETITOR] do a very good job, they spend a lot of money getting the right people answering the phones, replying to emails. [COMPANY] is hard to reach, and rarely can they solve the problem on the first call—they're so frustrating to deal with that I've actually called [COMPETITOR] to help me with a problem on a [COMPANY] product! "

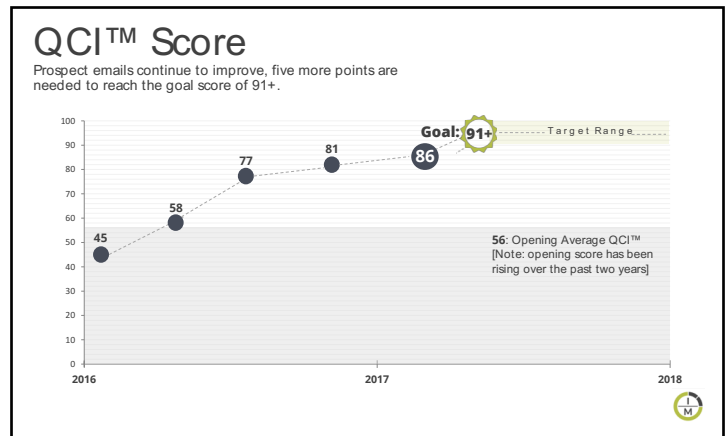
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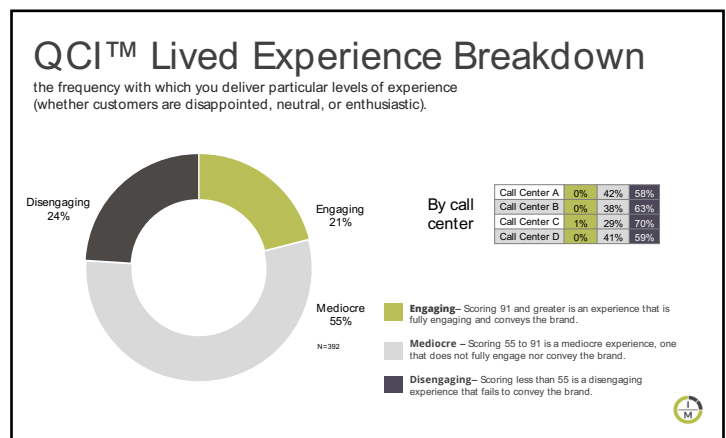


METRICS

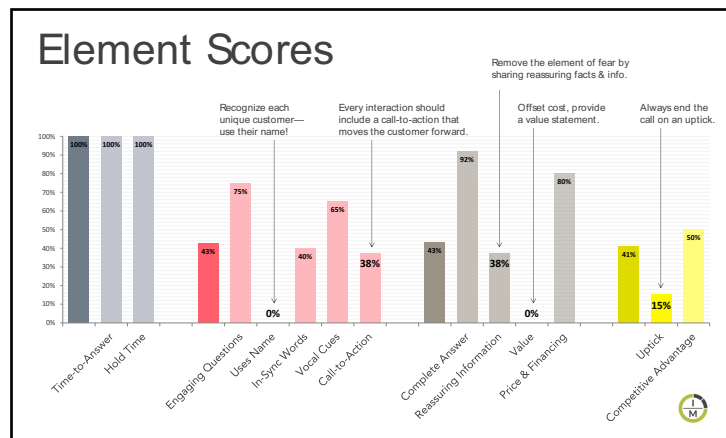
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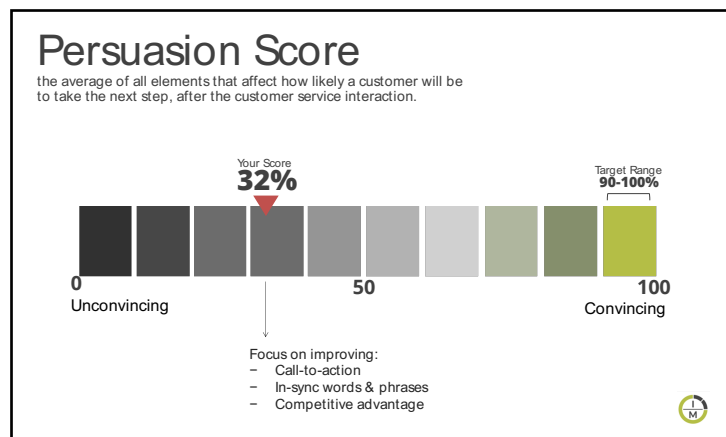
Lived Experience Score measures the percentages of your customers that are Enthusiastic, Neutral, and Disappointed.



Element Scores measure the details of your interactions with customers—and show you exactly where you need to improve.



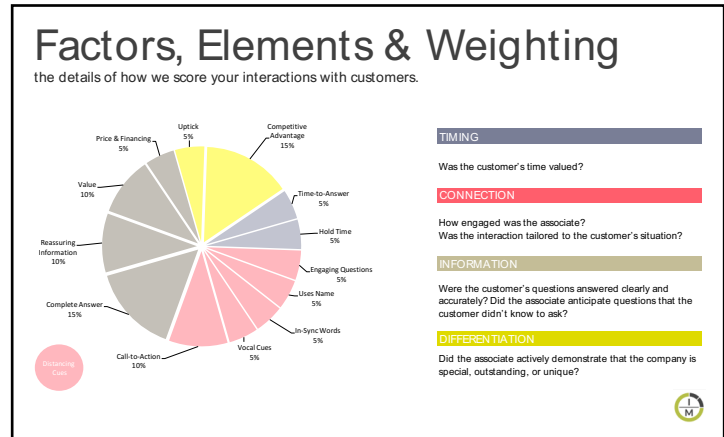
Persuasion score captures the customer’s immediate reaction to stay with or leave the client.



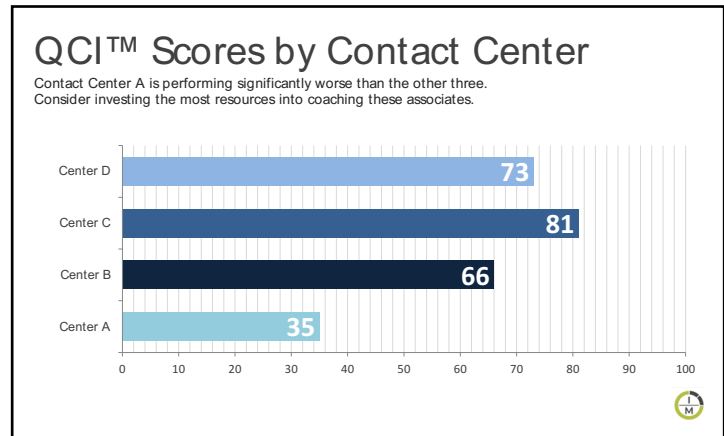


ACTIONS

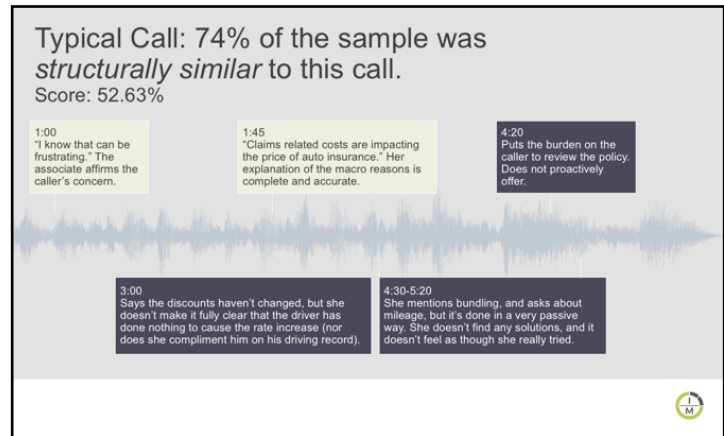
Scoring Rules with each element and weighting, so you know exactly how we score your customer service interactions.



Segmentation by call center allows for efficient and targeted optimization.



Immersive Audio Examples so you can *hear* exactly how and why associates scored the way they did.



Director's Cut Audio is a unique learning tool that allows you to listen to optimized elements—ones that would score full points.

