

# Digital Voice of Customer Solutions that Drive Results



## Smarter And Faster Business Decisions

Verint Digital Feedback Management powered by OpinionLab, empowers you to leverage the Voice of your Customer to make smarter and faster business decisions. How? By enabling you to give your customers a “customer-initiated” voice from within their customer experience (CX), completely on their terms – capturing rich context regarding their feedback, and then applying advanced analytics and text mining to take timely, targeted and decisive action.

### The result:

Improvements to the consistency and quality of your CX that deliver measurable and immediate business impact.

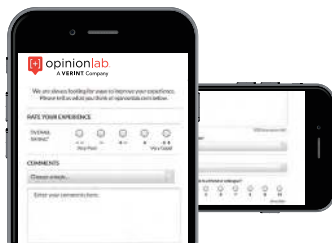
## Give Your Customers A Voice

Your customers are more demanding and less patient than they’ve ever been. They expect to be able to provide you feedback whenever, wherever and however they want and for you to listen and take action.

Verint Digital Feedback Management gives your customers a voice at all points of their interactions with you, simply by clicking on our iconic feedback symbol [+].

### The result:

Honest, timely and actionable feedback on the issues that matter most to the engaged customers who make or break your business.



## Empower Your Organization To Act

Your customers expect you to respond to what they tell you quickly and effectively. Through a host of advanced analytic, text mining and data visualization tools, Verint Digital Feedback Management empowers you to identify comments of significance and key CX trends — in the right context — to act quickly and with precision.



### The result:

A higher quality and more consistent customer experience.

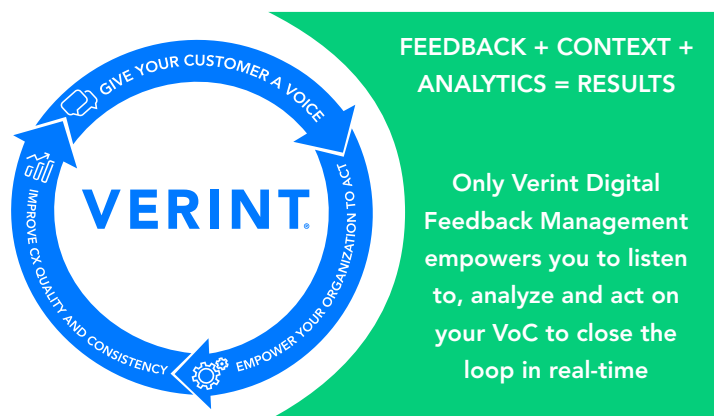
## Improve Your Customer Experience

Continuous improvement to the quality and consistency of your CX is crucial to building customer advocacy in a hypercompetitive market. We power long-term omnichannel improvements through benchmarks and data-driven recommendations.



### The result:

Fully optimized customer experience, improved sales, loyal customers and increased customer lifetime value.



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## Strategic Customer Experience Improvements

Verint Digital Feedback Management empowers you with the real-time customer insight to confidently make key strategic CX improvements including:

- optimizing and/or redesigning your website
- continuously improving customer satisfaction
- delivering an optimal mobile customer experience
- developing accurate and comprehensive customer journey maps
- connecting your channels to create sustainable competitive advantage
- building a more customer centric culture across your company

## Engage with Your Customers throughout Their Journey

Verint Digital Feedback Management is omnichannel, allowing your customers to leave feedback at all touch points. It helps you understand your customers and improve their experiences across your:



### Website

Page-specific VoC feedback delivers you deep strategic insights on satisfaction, conversion, retention, cart abandonment, overall sales and more.



### Mobile

Mobile optimized feedback solutions capture actionable customer feedback, and detailed context about your customer's mobile environment, from any mobile device.



### Location

Location-based feedback enables you to gather CX insight on your physical locations — with the location-specific context to improve sales and understand non-buyer behavior.

## How Verint Digital Feedback Management Delivers Value

Immediately actionable, real-time customer feedback empowers you to drive positive business outcomes and unlock hidden revenue opportunities. Harness the power of Verint Digital Feedback Management to:

- understand non-buyer behavior
- increase online conversion
- optimize mobile experience
- improve cross-channel CX
- reduce customer service costs
- resolve customer issues before they go viral
- boost customer satisfaction and loyalty
- maximize customer lifetime value

## The Customer Engagement Company™

Verint Digital Feedback Management is a key component of a broader Voice of Customer solution that helps organizations simplify, modernize and automate how they listen, analyze and act on VoC across digital, voice, text and social interactions.

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