

Verint Unified VoC



Today's customer experience environment is highly complex. Digital is increasingly pervasive and constantly evolving but – despite this – your customers still expect to engage with you across channels and completely on their terms.

What's more, the stakes are higher than ever. Your CX now has far greater potential to define your success than ever before.

A best-in-class Voice of the Customer (VoC) program has the capacity to drive business-defining CX transformation but most organizations fall short.

To compete and win in this new era of Customer Experience, you need a next generation VoC solution that enables you to deliver standout omnichannel journeys.

Verint Unified VoC – our flagship VoC solution – is a fully connected platform that enables you to listen, analyze and act holistically across channels by:

- Capturing and analyzing indirect and inferred speech feedback during customer conversations
- Incorporating direct text feedback from a range of sources (e.g. IVR, SMS and online surveys, customer-initiated digital feedback etc.)
- Factoring performance-based operational data into your analysis (e.g. key CX metrics such as First Call Resolution (FCR) and task completion)

- Understanding, interpreting and sizing key factors effecting CX and business performance across your enterprise
 - Democratizing this customer data strategically business-wide to facilitate fast action and closed loop resolutions

Win in a New Era of CX

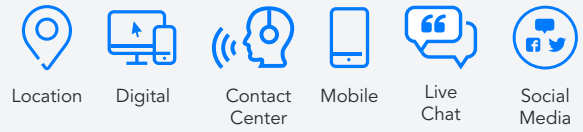
- Gain a complete view of the customer. Only with Verint can you:
 - Achieve best-in-class digital experiences with powerful data science
 - Add contact center interactions to listen at scale
 - Automate insights and drill down to real interactions
 - Prioritize initiatives based on customer and business impact
- Deliver omnichannel VoC with operational solutions

Visit [Verint.com/VoC](https://www.verint.com/VoC) for more information or email marketing@verint.com for a demo

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What's Included



Interaction Analytics

Best-in-class speech and text analytics enable you to listen to contact center interactions at scale for deep understanding.



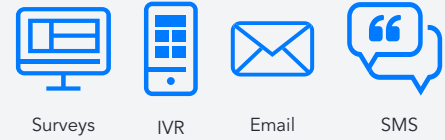
Digital

Listen at scale across your digital properties for additional rich CX insight.



Holistic Cross-Channel Insight

Map transactional and relationship-based VoC insight from across your journey (i.e. interactions taking place in digital, field, contact center, store, branch environments and more) to identify and optimize moments of truth and - more generally - understand what your customers truly think about your end-to-end CX. Leverage this information to drive enterprise-wide KPIs and omnichannel action.



Analytics, Alerting and Case Management

Comprehensive closed loop solutions democratize VoC, provide visibility and create accountability to drive action to resolution.

With Verint Unified VoC, you can:

- Consolidate multiple "point" VoC solutions into a single omnichannel Customer Engagement Management platform
- Provide a single cross-channel view of the customer
- Break down silos and provide cross-departmental access to key customer feedback and operational data
- Correlate direct, indirect and inferred VoC and customer data from different sources to improve prioritization and decision-making
- Drill down from overall big picture trend-based datapoints into specific real-life customer interactions (e.g. a call recording or digital session replay) for exceptional context and targeted diagnosis
- Create automated email triggers and case management processes for fast and precise action to resolution

- **Verint Unified VoC facilitates fully optimized omnichannel CX strategies that drive tangible business outcomes, such as:**
 - Improved customer loyalty and retention: Track critical causes of customer attrition and conversion barriers – and put them right.
 - Increased new customer acquisition: Understand with exact precision where in the omnichannel customer journey you lose buyers, take action and reap the rewards.
 - Identification of CX "blind spots": Verint Unified VoC provides complete 360 visibility of your CX to easily help you understand where you fall short. Know where to focus your resources to make big impact.

The Customer Engagement Company™

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