

Verint Digital Feedback

Customer and employee expectations are more demanding than ever before. People want their needs to be met wherever, whenever, and however they choose. How can you excel in such a challenging environment?



Now You Can:

- Capture actionable and diagnostic digital experience data to drive improvements across your omnichannel engagement.
- Gain a deeper understanding of customer and employee feedback to unlock hidden opportunities.
- Tune digital experiences with precision via an automated analysis process that facilitates timely, targeted actions for achieving desired business outcomes.

Verint® Digital Feedback™ captures customer-initiated feedback via web and mobile channels throughout the digital customer journey, empowering you to make smarter, faster business decisions. By capturing rich experience context with each submission and combining it with advanced analytics and text mining, the solution helps facilitate timely, targeted, and decisive action.

As a result, you can improve the consistency and quality of the experience and drive measurable — and immediate — business impact. For example, by driving at-risk customers to real-time service recovery activities, the solution helped one of the world's largest commercial banks decrease web-based churn by more than five percent within six months.

Empower Your Organization to Act

With Verint Digital Feedback, customers can have a voice at all points in their digital interactions with you by simply clicking on our strategically-placed feedback links. This feedback is available immediately, and it can be routed to key stakeholders via real-time alerts and notifications for immediate recovery efforts. Because their comments are captured verbatim, you can get honest, actionable insight into how people feel about their experience with your organization—and use it to make informed business decisions.

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Improve Your Customer and Employee Experience

To cultivate customer advocacy in today's hypercompetitive market, your organization must continuously improve the quality and consistency of the experience it delivers. Verint Digital Feedback can power long-term improvements through benchmarks and data-driven recommendations. It can help you deliver an optimized experience, improve sales, cultivate loyal customers and employees, and increase customer lifetime value.

Engage with People Throughout Their Journeys

With Verint Digital Feedback, your customers and employees can leave feedback at a variety of touchpoints:

- **Website** — Page-specific experience feedback offers deep, strategic insights on satisfaction, conversion, retention, cart abandonment, overall sales, and more.
- **Mobile** — Mobile-optimized feedback solutions capture actionable feedback and detailed context about your mobile environment, from any mobile device.
- **Location** — Location-based feedback helps you gather experience insight from physical locations, with specific context for improving sales and understanding non-buyer behavior.

Enhance Your Experience Strategy

Verint Digital Feedback can provide you with real-time insight to confidently make key strategic experience improvements, including:

- Optimizing and/or redesigning your website.
- Delivering an optimal mobile experience.
- Connecting your channels to create sustainable competitive advantage.
- Improving satisfaction continuously.
- Developing accurate and comprehensive journey maps.
- Building a more people-centric culture across your company.

Part of the Verint Customer Engagement Cloud Platform

Verint Digital Feedback is part of a patent-protected portfolio of cloud solutions that enables the world's most iconic brands to efficiently connect work, data, and experiences to build enduring customer relationships.

Benefit from World-Class Consultants

Verint offers a range of Professional Services to help you get the most from your investment, including Business Advisory Services, Implementation and Enablement Services, and Managed Services. Regardless of the services you select, you can be confident that our experienced teams offer practical knowledge and are committed to your success.



Learn more at
www.verint.com

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