

VERINT

Verint Experience Management

Solutions to unify the customer experience at scale and drive strategic business decisions

Verint Experience Management solutions enable you to capture, analyze, and act on feedback from customers and employees in a closed-loop process across the entire organization.





The CX Imperative

Good customer experience is directly connected to financial upside, brand perception, and loyalty. Organizations that master customer experience are known to reap significant benefits. Verint research shows that customers who report having a great experience are 84% more likely to recommend the brand overall and 70% more likely to return to the site.

Ninety-four percent of CX professionals believe their customers have higher expectations for digital engagement than they did a year ago*—and these expectations continue to accelerate. To drive the optimal customer experience, companies need to strike the perfect balance between digital and traditional channels. They need the right amount of self-service while also leaving the door open for assisted customer support. This requires a collaboration across typically siloed departments, the sharing of data, and the right analytics to drive action and results.

Most businesses have a limited set of resources to engage with customers. This widening gap between expectations and the resources they have to meet them is the Engagement Capacity Gap™.

*The State of CX Trends Report 2021, Verint, 2021

Verint Experience Management: Strategic Customer Experience Insights

Verint® Experience Management solutions are an integral part of closing the Engagement Capacity Gap and meeting customer expectations, so you can compete more effectively on customer experience.

With Verint Experience Management, you can quickly drill-down, identify, and act on customer feedback across all channels. Companies can gain a better understanding of customer interactions and experiences to set a strategic, customer-centric approach to service, products, and fulfillment. By leveraging insights and unified data across every touchpoint in the customer journey, Verint Experience Management enables cross-functional teams to collaborate and drive value through a differentiated customer experience.

Verint Experience Management helps your organization:

Extract valuable CX insights that drive smarter and faster business decisions.

Break down problematic data silos across departments.

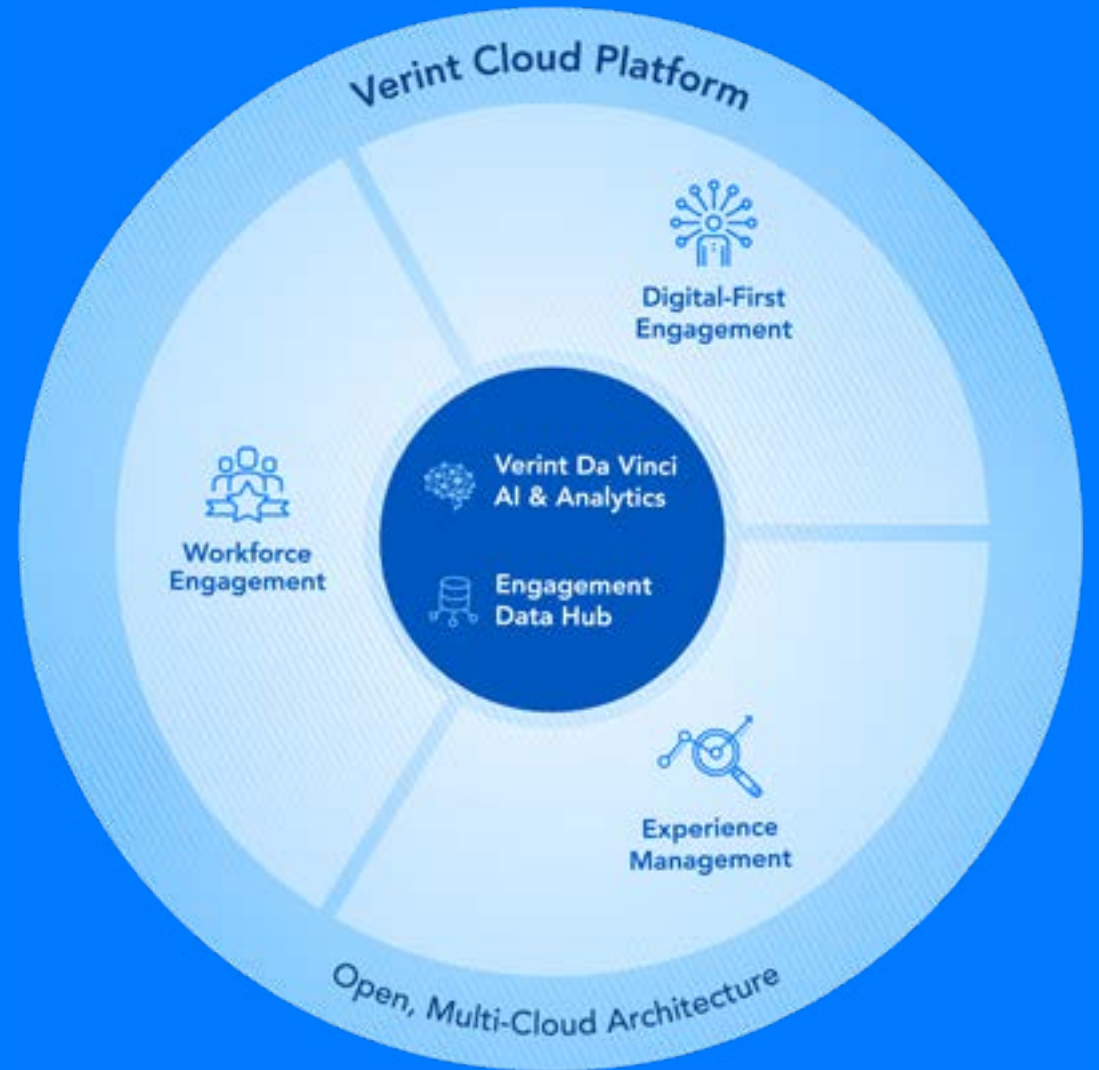
Automate processes to free up limited resources.

Share insights with the right teams at the right time.

Deliver Best-in-Class Engagement

Built on the open Verint Cloud Platform, Verint Experience Management solutions are powered by Verint Da Vinci™ AI and Analytics to combine next-gen AI with quality customer engagement data and drive the AI-powered results businesses need. These solutions offer better customer and employee experiences at scale.

Better still, Verint Experience Management solutions work seamlessly with the other applications and services on Verint Cloud Platform, including our solutions for Workforce Engagement and Digital-First Engagement. So you can benefit from best-in-class solutions that work with your existing ecosystem to close the Engagement Capacity Gap, deliver better experiences across channels, and support a modern, distributed workforce of humans and bots.



Experience Management for Contact Center

Verint Experience Management for Contact Center™ allows you to collect, integrate, analyze, and act on experience data before, during, and after a call to get a holistic view of the customer experience your agents provide. By incorporating voice-of-the-customer data across the contact center and self-service channels, companies can optimize contact center operations and improve the customer experience.

With Verint Experience Management for Contact Center, you can:

- Capture key metrics and insights across the customer journey that can help improve the employee and customer experience.
- Tap into contact center insights at scale to improve digital transformation efforts.
- Uncover CX insights that lead to contact center innovations and coaching moments with agents.



“Using Verint for post-call surveys helps us make sure that each guest is getting the best customer service during the first contact. By solving first contact resolution, we can stop repeat calls, which goes a long way toward ensuring customer satisfaction.”

Brandon Roundtree

Manager, Commercial Reporting & Analysis,
Carnival Cruise Line

Experience Management for Web and Mobile

Verint Experience Management for Web and Mobile™ allows you to collect, integrate, analyze, and act on experience data through a digital lens. By incorporating voice of the customer data across web, mobile, social, and survey feedback, companies can tap into a unified data model and glean insights quickly so stakeholders across the organization can make strategic decisions that drive the customer experience.

With Verint Experience Management for Web and Mobile, you can:

- Quickly drill-down, identify, and act on customer feedback and issues across your digital channels.
- Set a customer-centric roadmap for your digital channels as it relates to processes, products and services.
- Tap into unified data to support cross-functional CX strategy and investment decisions across marketing, ecommerce, and digital.



“GNC is a big company with many moving parts, but we’re all seeing the same feedback data, so we can coordinate and respond as one. Our customers have noticed, and we have clear evidence that the changes we made have had a positive impact on sales.”

Chadwick Hamby

Senior Director of eCommerce, [GNC](#)

Experience Management for Store Location

Verint Experience Management for Store Location™ allows you to collect, integrate, analyze, and act on experience data in-store or in-branch. By incorporating voice-of-the-customer data across all channels, companies can tap into a unified data model and glean insights quickly so stakeholders across the organization can work to reinvent the in-store experience as part of their omnichannel strategy.

With Verint XM for Store Location, you can:

- Wire real-time, in-store feedback into day-to-day operations and drive immediate actions.
- Tap into scorecards, leaderboards, and dashboards to glean insights and drive improvements across locations and regions.
- Tap into unified data to support cross-functional CX strategy and investment decisions across merchandising, pricing, innovation, and loyalty programs.

rue21 Gets Sales and Satisfaction with Omnichannel CX Strategy

rue21 deployed Verint Experience Management to measure store, digital, fulfillment, and buy-online-pickup-in-store (BOPIS) experiences.

17
points

Increase in NPS* by improving BOPIS fulfillment model and brand product strategy thanks to customer feedback insights

72%

Increase in BOPIS orders month-over-month after CX improvement changes took effect

Experience Management for Enterprise

Verint Experience Management for Enterprise™ empowers CX teams to take tactical, operational, and strategic actions that improve loyalty, conversion, and other important KPIs. By merging insights from the contact center, chat sessions, customer-initiated web feedback, flexible surveys, and digital behavior into a single view, your organization can drive forward a more holistic CX program and move up the CX maturity curve.

With Verint XM for Enterprise, you can:

- Capture experience data from customers and employees across a variety of channels to gain a holistic view.
- Provide a single enterprise survey and case management solution to tap into insights and quickly identify opportunities for omnichannel improvements.
- Unify feedback from across your organization to accelerate cross functional collaboration and drive CX maturity.



“Our product divisions are really pleased with having a single survey platform across the enterprise. I can help craft surveys because everyone is familiar with the features, which enables us to focus more on the actual survey versus the tool required to execute the survey.”

Phil Montville

Senior Corporate Commercial Operations Specialist,
Thermo Fisher Scientific



Powered by Verint Da Vinci AI and Analytics

Infused with advanced machine learning models, natural language processing, intent recognition models, predictive modeling, and analytics engines embedded in Verint Cloud Platform, Verint Da Vinci AI and Analytics activates insights and automates experiences across your business.

Built on market-leading customer engagement data from billions of real-world interactions every year and continuously innovated

with expertise from Verint Labs, Verint Da Vinci drives a broad range of solutions within the platform.

Verint Da Vinci elevates AI and analytics into insights and actions to turn your AI ambitions into meaningful and measurable outcomes.

Get Immediate, Impactful Results

Verint Cloud Platform delivers effortless experiences across every customer journey. Here's how we've helped some of the world's largest brands close the Engagement Capacity Gap that arises when customers expect better experiences than organizations are capable of delivering:

10 Point

improvement in Net Promoter Score*

40%

increase in customer renewals

78%

of all messaging and social conversations automated

30%

increase in revenue per booking

391%

ROI after three years

Statistics compiled from a representative set of Verint customers. Results may not be typical.

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