

How contact center CX impacts

# CSAT, Loyalty and Growth

New research confirms the contact center's **direct influence on brand loyalty and growth.** Make a bigger impact with a proactive Voice of the Customer (VOC) approach.



## Better customer service = higher NPS®

Customer service agents on the front lines have a direct influence on Net Promoter Score (NPS)®, customer loyalty, and business growth.

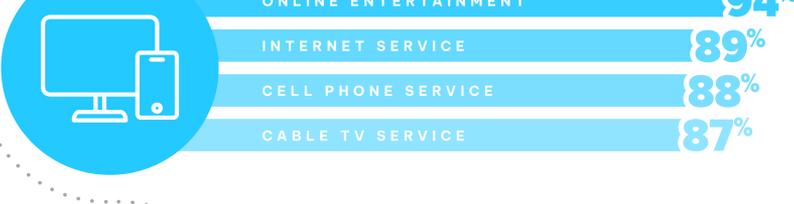
**90%**

Consumers who say customer service influenced NPS¹

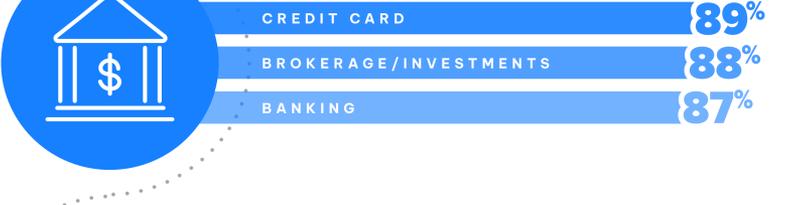
### Influence by industry

Consumers who say that interacting with customer service influenced their NPS¹

#### TELECOM



#### BANKING/FINANCE



#### INSURANCE



#### TECHNOLOGY



## Why proactive customer service matters

A VOC program can help you transform contact center CX from reactive to proactive to deliver greater business impact.

### INCREASE NPS AND CSAT

Proactive customer service yields a **full percentage point increase** in NPS and CSAT.²

According to Forrester³, when a brand solves customer problems quickly, its customers are:

**7X**  
LOYALTY  
seven times more likely to stay with the brand

**8X**  
SPEND LIKELIHOOD  
eight times more likely to spend more with the brand



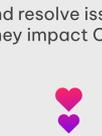
## Holistic VOC powers contact center performance



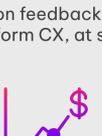
“An initiative to reach out to customers proactively creates a major opportunity for customer service organizations.”⁴

Gartner

### Benefits of a holistic VOC program:



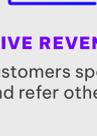
**UNCOVER CX BLIND SPOTS**  
Identify and resolve issues before they impact CX.



**PROACTIVELY TRANSFORM CX**  
Act on feedback and transform CX, at scale.

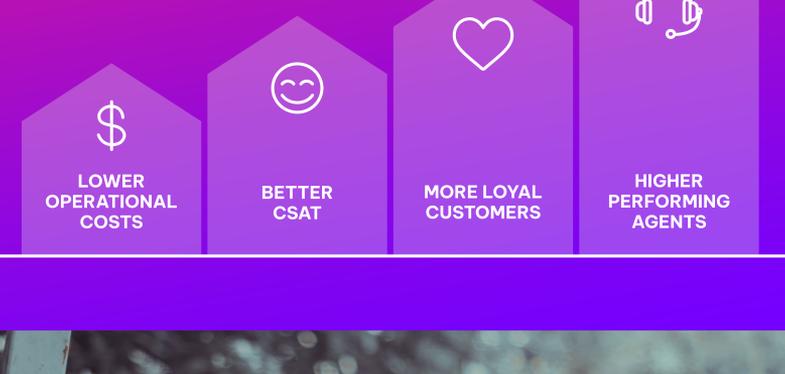


**INCREASE CSAT & LOYALTY**  
Surprise and delight customers by proactively resolving issues.



**DRIVE REVENUE**  
Loyal customers spend more and refer others.

## Without VOC in your contact center, you're missing out on:



**ROI OPPORTUNITY**  
87% of consumers are willing to buy more products if they have an exceptional customer service experience.⁵

Every interaction is a chance to forge lasting bonds between your customers and your brand. With NICE VOC, you can infuse the voice of the customer into every aspect of the customer journey—from the contact center front lines and beyond—to transform CX, at scale.

By combining and analyzing millions of customer interactions, solicited feedback, and operational data in real time, NICE VOC can help your contact center uncover CX blind spots and take immediate action. The result? Higher customer satisfaction, increased loyalty, and better agent performance.

