



UNDERSTAND



RESEARCH

VoC

System Set-Up

Voice of the Customer closed-loop feedback systems can be introduced to help businesses gather ongoing, real-time insight data relating to company performance following customer interactions. The data can be gathered across customer communication channels, including IVR, SMS, Email and outbound. We help organisations to:

- Identify the best platform and communication channels to meet the company's requirements
- Set-up the data collection system
- Set-up the reporting system
- Identify the most appropriate areas of the business in which to close the feedback loops
- Ensure that appropriate resolution management is in place
- Ensure that root-cause analysis is undertaken to tackle the source of recurring issues

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