

NICE Introduces Voice of the Customer Feedback Hub with New Release of NICE Fizzback

Contributed by NICE Systems
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NICE Systems (NASDAQ: NICE) today announced its latest release of the NICE Fizzback Voice of the Customer (VoC) solution, which offers organizations a more holistic understanding of what customers are saying about them by capturing data from all VoC sources, whether via Fizzback or from third-party market research surveys, company websites, and social media feeds.

By creating a single hub for all customer feedback that an organization receives, NICE enables organizations to quickly and easily identify the key drivers of customer dissatisfaction or trending topics among users and take action to immediately address the underlying issues.

Feedback can be used to promote frontline staff coaching and reward high performers as well as provide insights across the organization on how to improve customer satisfaction.

The Fizzback solution extracts insights from real-time customer feedback. The consolidated feedback appears in a single dashboard, allowing organizations to:

- Gain a consistent understanding of customer sentiment
- Segment customers according to their stage of the consumer lifecycle
- Analyze customer feedback based on product categories
- Receive real-time alerts when customers need assistance

Miki Migdal, President, NICE Enterprise Product Group

“Today’s “now customers” are creating new rules for engagement and are often initiating interactions. Companies able to capture and analyze both solicited and unsolicited Voice of the Customer feedback across multiple channels. The new release of NICE Fizzback broadens the scope of VoC, enabling organizations to bridge the gap between insight and action. It strengthens our position at the forefront of the VoC market and our dedication to helping organizations get closer to their customers via innovative technologies and solutions, to deliver an exceptional customer experience.”