

# Glassbox Voice-of-Customer (VoC)

**Improve your customers' digital journey by combining what they say with what they experience.**

VoC is an integral part of a good customer experience strategy. Providing customers with a channel for feedback not only helps surface issues that may arise during their journey, but also – and perhaps more importantly – shows your customers that you listen and their voice matters.

But collecting direct customer feedback alone is insufficient, especially when only 7% of visiting customers leave feedback and

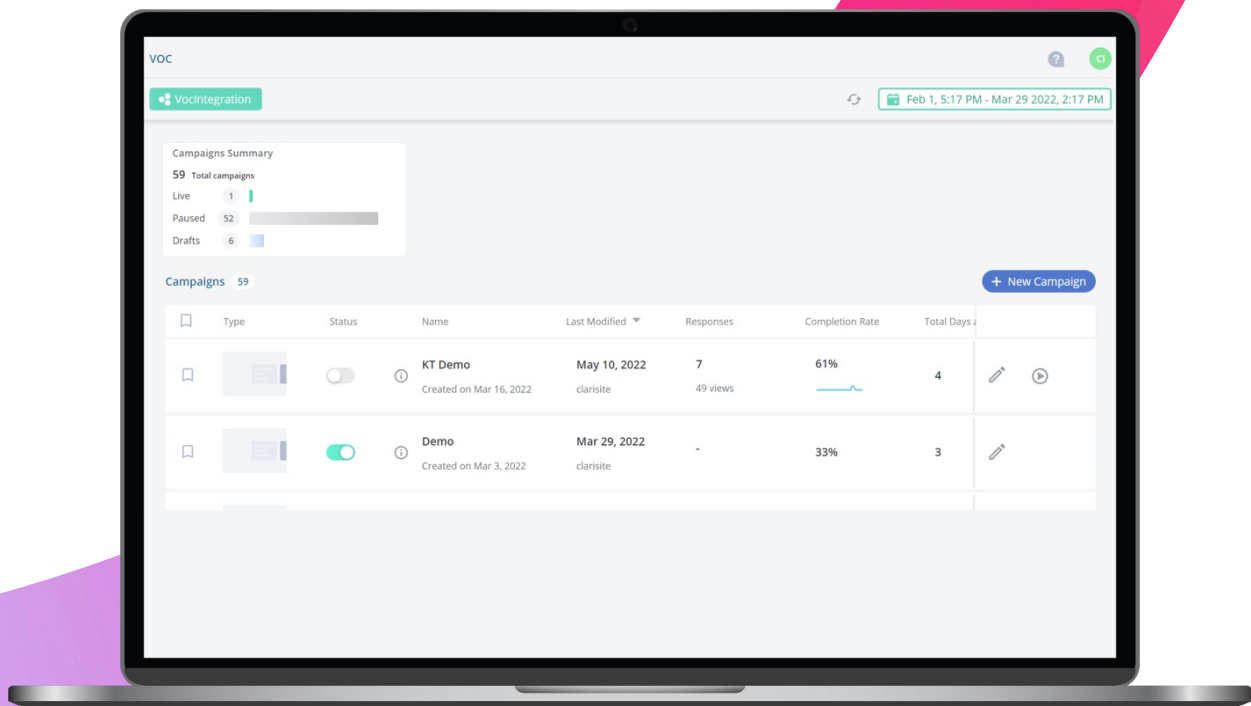
that feedback is often vague and unhelpful. By bringing voice-of-customer and digital experience analytics to one centralized platform, Glassbox VoC allows you to better understand and resolve issues surfaced through feedback, quantify their impact on the rest of your traffic, leverage feedback to proactively build a digital experience and better engage your customers to provide feedback where it's most needed.

## The combined power of digital experience and VoC

- **Improve issue resolution** – Improve the quantity, speed and quality of issue resolution by linking feedback directly to the full customer session (before, during and after the feedback) and identifying the root cause of the issue surfaced.
- **Voice-of-the-Silent** – Measure how issues surfaced through feedback affect 100% of traffic, not just the few who provide feedback. Quantify the impact on revenue and prioritize efforts by business impact.
- **Identify growth opportunities** – Rather than just being reactive to issues surfaced by feedback, become proactive in identifying opportunities for business growth and improving product and digital experience by comparing promoter journeys with detractor journeys and learning from them.
- **Experience driven VoC** – Target customers for feedback based on their live experiences and struggles as they happen and get more valuable feedback more often by engaging your customers where and when they need it the most.

## What you can do with Glassbox VoC

- Prompt visitors to your site with free text, NPS and CSAT feedback requests.
- Trigger feedback by live experience as it's happening.
- Manage all feedback campaigns from a centralized dashboard linked directly to the relevant session replays, struggle score, business impact and revenue.
- Leverage VoC data and segmentation across Glassbox and your digital experience analytics.



To discuss more about Glassbox VoC, reach out to your Glassbox representative.

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