Maritz**CX**

MaritzCX & Survox

Augment your CX Program with Voice-based Customer Interviews

Getting Voice of the Customer (VoC) insights into the hands of the right people in your organization can be a game-changer in driving positive customer experiences.

It is important to understand that there are now multiple ways to add the voice of customer and their feedback to your VoC program. Customers are using more communication channels than ever before, and we want to provide you with the tools to listen to your customers where they're interacting with your business. MaritzCX and Survox are seeing the benefit of phone-based customer interviews to collect customer experience feedback into your CX platform. This ensures that you hear, directly from the customer, in an immediate manner by whatever channel they choose to engage with you—phone, email or other.

LEARN MORE WITH VOICE-BASED FEEDBACK

Most customers today are online but there are certain demographics where phone is still the best channel of communication. By including phone as a feedback channel you can now include nearly half* (43%) of seniors and 1 in 5 lower income and high school-only consumers.

With MaritzCX, you can connect with your customers and gather information using the technologies and methods that make the most sense for your business and your customers. This includes any combination of telephone, online, email, traditional mail, and mobile device surveys. Studies show that a mult-channel approach to feedback provides a more balanced perspective of your customers 'experiences.

By contacting your customers proactively you will improve satisfaction, loyalty, and reduce potential churn.

::: SURVOX

Benefits

- Reach broader customer groups by offering a choice of engagement methods.

- Monitor quality of customer experience by hearing from representative groups.

- Offer more engagement channels to match customer preferences.

- Bring your data to life with actionable dashboards, predictive analytics, and text analytics.

* Pew Research Center Internet   Project Survey, January 9-12, 2014

FOLLOW-THROUGH AND CLOSE THE LOOP WITH YOUR CUSTOMERS

Customer case management turns insights into actions— by providing a complete, closed-loop system for automating customer workflows, making sure you follow up with high-risk customers with customer issue tracking, and feeding case information back into your CX solution to drive meaningful change.
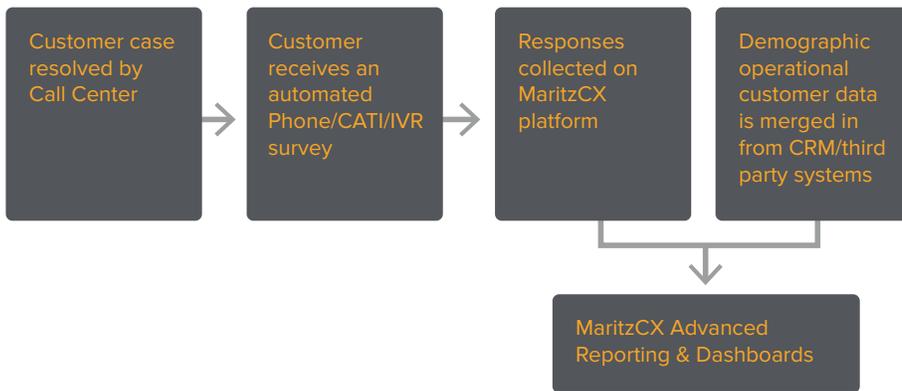
MAKING INSIGHTS MORE IMPACTFUL

Connecting your survey to non-survey data systems can bring your feedback to life. CRM, financial and other non-survey databases can help to append, link and even trigger surveys or phone conversations, helping to keep sampling strategies efficient and data output impressive.

BRING YOUR CX AND CUSOMER ANALYTICS WORLD TO LIFE FOR EVERY PERSON IN YOUR ORGANIZATION

Dashboards and reports can help you seamlessly integrate, intuitively explore, and continuously display all of your CX intelligence in one place. Even better, our dashboards and reports make it incredibly easy for every person and department in your organization to highlight and focus on the CX information and customer analytics they care about most.

Figure 2: VoC information collected across multiple channels can be analyzed as a whole or by mode to check for variances in responses.

| Customer case resolved by Call Center | → | Customer receives an automated Phone/CATI/IVR survey | → | Responses collected on MaritzCX platform | Demographic operational customer data is merged in from CRM/third party systems |

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| MaritzCX Advanced Reporting & Dashboards |

MaritzCX partners with Survox to provide voice-based customer interviews using the Survox Phone Survey Automation platform and the MaritzCX platform. This partnership delivers a full multi-mode data collection solution across different survey and feedback methods to ensure our customers success.

To demo a product or to contact MaritzCX sales, call **385.695.2800**

MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organizations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. MaritzCX is the combination of the Allegiance award-winning CX platform and Maritz Research strategic consulting services. **For more information, visit www.maritzcx.com.**