



CX INDEX

**POWERING NEXT
GENERATION VOICE OF
THE CUSTOMER SOLUTIONS**

Research from analyst firm Forrester suggests that over **75% of organisations now cite Customer Experience (CX) as a high or critical priority.** Gartner also reports that two thirds of companies now compete on CX.

Knowing what customers feel and think is clearly a vital tool for businesses looking to improve their service experience, and feedback is the vital metric for brands when assessing the quality of their CX provision.

So, it's not surprising that the market for Voice of the Customer (VoC) feedback solutions has tripled in the five years up to 2022. As the market grows, so too do the capabilities on offer. During this period VoC solutions have become more and more sophisticated, especially as brands seek to capture feedback from every stage of the customer journey.

VOICE OF THE CUSTOMER SOLUTIONS FROM SABIO

With our focus on CX expertise, technology and insight, Sabio works with organisations to help create exceptional, end-to-end digital customer experiences. We recognise that outstanding CX starts with knowing what customers need and want, as well as having insight into their habits, preferences and aspirations.

Voice of the Customer solutions are an essential part of this process, gathering and analysing data from multiple customer touchpoints is now an essential component of any successful CX strategy.

Effective VoC solutions are key to collecting valuable feedback at all points of the customer journey. However, it's the ability to analyse and act on these findings that makes all the difference, helping CX teams to remove potential frustrations and make customer journeys much easier.

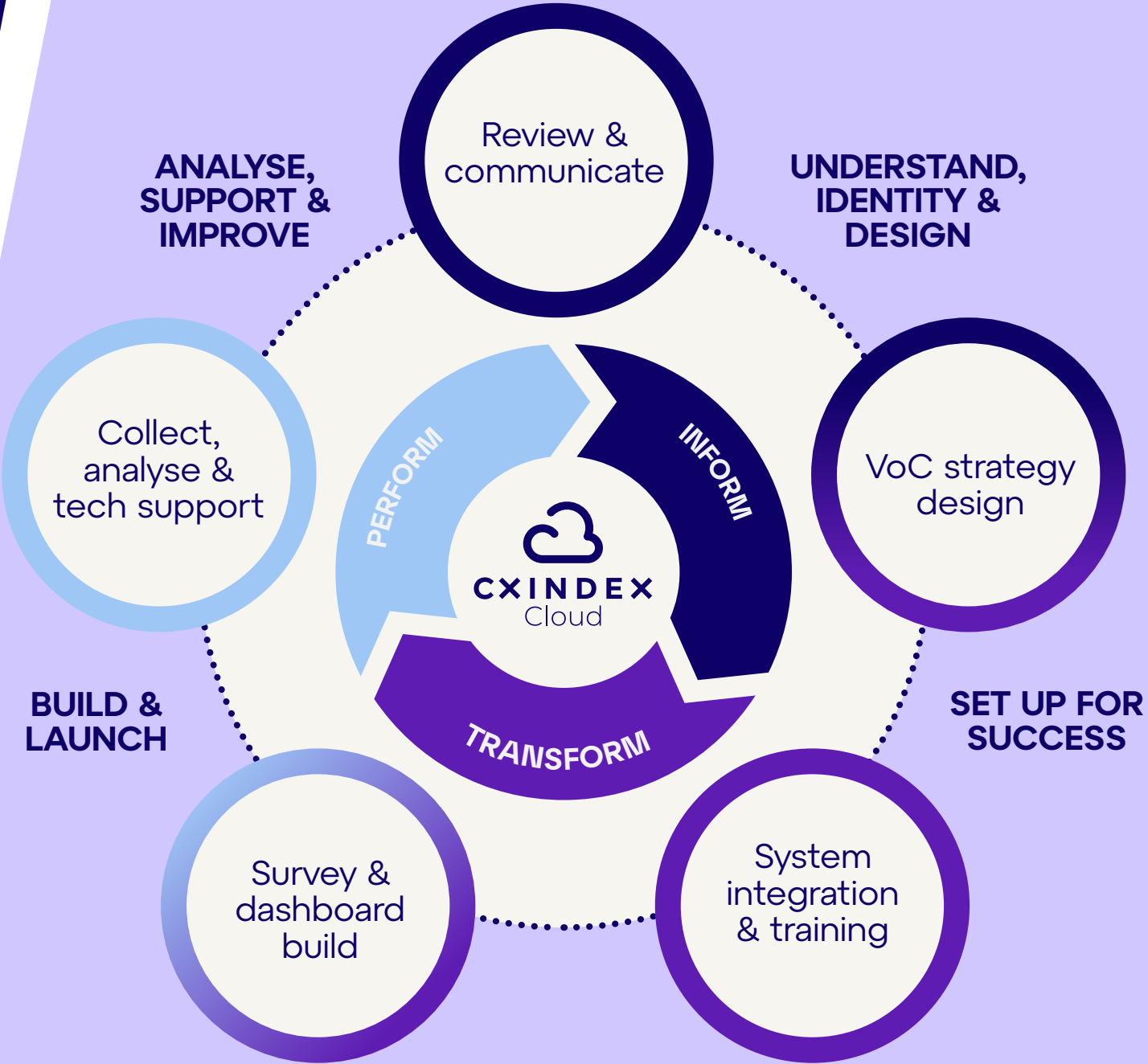
CX INDEX – SABIO’S NEXT GENERATION VOICE OF THE CUSTOMER SOLUTION

CX Index sits at the core of Sabio’s comprehensive VoC approach, enabling your organisation to capture, understand and action the issues that your customers really care about.

CX Index Cloud is a SaaS application that has been designed specifically to help CX teams measure their end-to-end customer experience. As a cloud solution it requires low-level investment, training and IT support to set-up and operate, integrating with leading CX platforms such as Genesys Cloud to gather and analyse customer feedback using powerful tools.

Proven in over hundreds of collaborations with clients across multiple sectors, CX Index is recognised by analysts for its industry-leading technology – consistently delivering winning VoC outcomes for organisations across more than 100 countries. In addition to CX Index’s technology capabilities, clients also benefit from Sabio’s extensive solutions capability – with 18+ years’ experience in designing, implementing and supporting VoC solutions.

For organisations committed to making CX a priority, Sabio is ideally placed to deliver the VoC solutions that connect improvements in customer experience into winning outcomes.

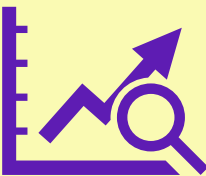


WINNING OUTCOMES WITH SABIO VOICE OF THE CUSTOMER

Sabio's VoC consultants deploy the technology and work in partnership with your CX team to understand your customer priorities and focus on targeted improvements based around the most compelling Return on Investment opportunities. The Sabio VoC team makes recommendations for changes that will:



Improve the customer experience



Analyse the impact of changes



CX-driven business benefits



VoC programmes provide a deep understanding of what the customer is thinking, providing an opportunity to secure benefits across a range of business areas, including:

LOWER OPERATIONAL COSTS

Working with Sabio and CX Index means you can significantly reduce customer effort by identifying and resolving frustrations. Lower effort translates directly into increased loyalty and reductions in customer acquisition costs.

INCREASED CUSTOMER ADVOCACY

Introducing a VoC solution powered by CX Index Cloud helps deliver an improved experience, encouraging customers to tell their friends.

INCREASED CUSTOMER LOYALTY

Defining what makes customers happy is extremely challenging unless you can measure it effectively. By taking the corrective actions recommended by Sabio's CX Index solution, brands can secure cumulative improvements that reduce customer effort and cement loyalty.

UNLOCKING FURTHER VOC VALUE

Having access to VoC information is also valuable in securing operational improvements across a range of business disciplines, such as:

SERVICE IMPROVEMENT

Real customer opinions augment existing services and communications strategies. Basing any changes on actual expectations is proven to improve the overall customer experience, satisfaction, decrease effort, increase capacity, reduce cost-to-serve and increase employee satisfaction.

BRAND MANAGEMENT

VoC helps CX teams establish a more in-depth understanding of how customers engage with their brand. Ongoing VoC programs help them to maintain a real-time assessment of brand engagement.

PRODUCT INNOVATION AND DEVELOPMENT

By listening constantly to customer feedback, product teams can fine-tune their offering and keep on top of new market trends.

OPTIMISE MARKETING EFFICIENCY

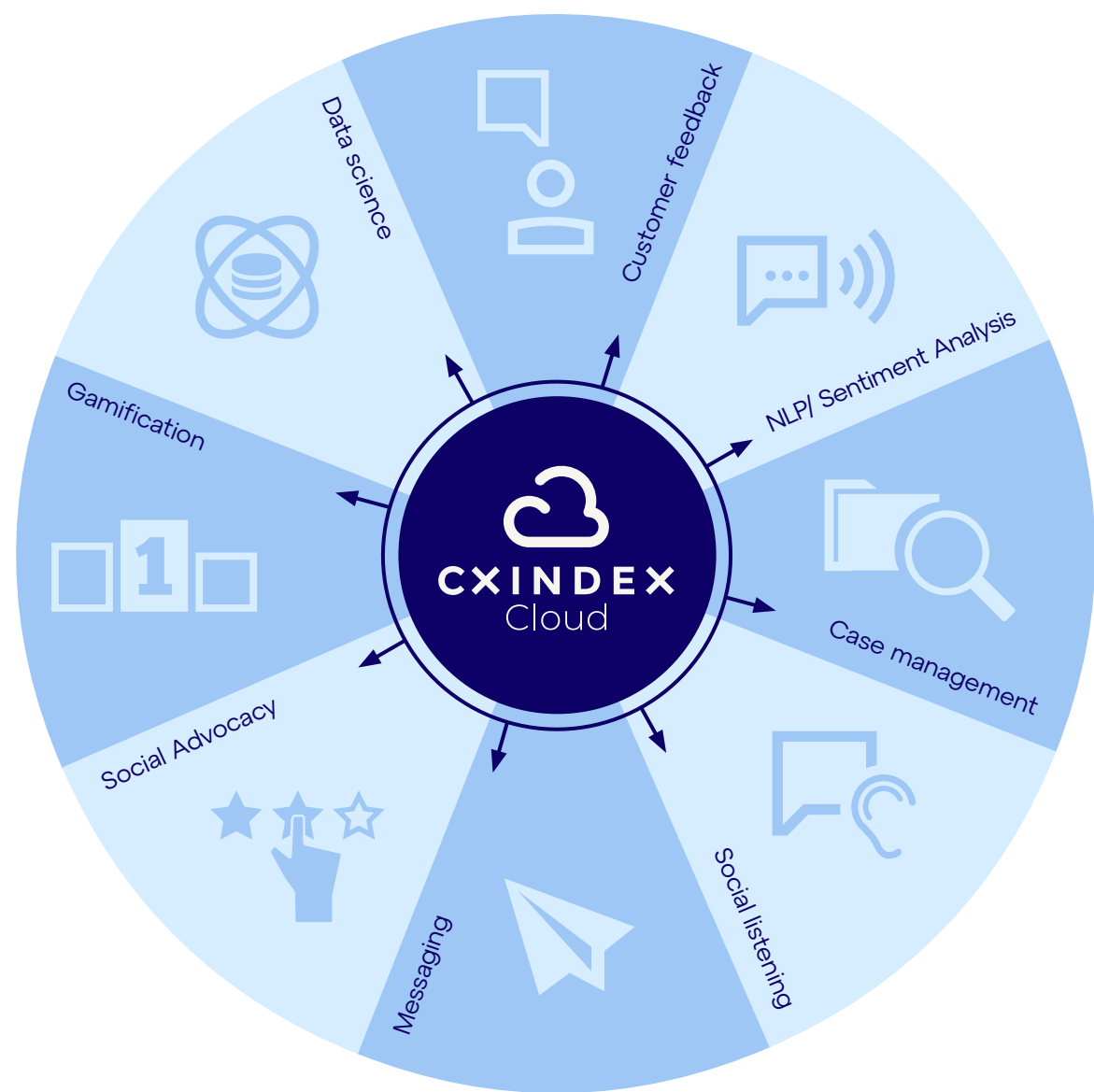
VoC initiatives enable even closer nurturing of customer relationships, encouraging advocacy and helping to optimise marketing spend.

MARKET FIT

Listening to customers is a great way to understand how effectively go-to-market strategies are performing. VoC will provide deep insights into adopter stage and the demographics of target markets.

CX INDEX CLOUD – ENABLING BEST PRACTICE VOICE OF THE CUSTOMER SOLUTIONS

CX Index Cloud brings together all the capabilities and integration options needed to support Sabio Voice of the Customer solutions, collecting valuable customer feedback from all stages of the customer journey and across all key communication channels.



CX Index Cloud integrates with a broad range of platform solutions including Genesys Cloud, and is listed as a premium app in the Genesys App Foundry. CX Index combines key capabilities such as:

REPORTING & ANALYSIS

With flexible, role-based access, dashboards and reporting capabilities

MULTI-TIERED & CUSTOMISABLE DASHBOARDS

With intuitive design simplifying the tracking of CX performance, with custom views for different stakeholders

CASE MANAGEMENT

With modules that allow CX teams to drive a culture of self-correction and closed loop feedback

REAL-TIME & ACCOUNTABLE CUSTOMER FEEDBACK

By individual, team, department and function. Enabling you to capture both solicited feedback via surveys, as well as unsolicited channels such as forums, social media and review sites

SURVEY DELIVERY & MANAGEMENT

Either delivering surveys manually or using customer opt-ins to automate the process

OMNICHANNEL FEEDBACK

CX Index listens in real-time across a variety of channels – from text and email to Facebook and Twitter – and then analyses, visualises and tracks this data

MULTI-LANGUAGE SUPPORT FOR GLOBAL DEPLOYMENTS

Transcribing speech interactions from multiple languages into text

SOCIAL MEDIA LISTENING, MESSAGING AND ADVOCACY

Integrating with popular review sites such as Trustpilot, Google Reviews and Yelp, as well as social networking support for Facebook and Twitter

SENTIMENT ANALYSIS

Providing sentiment scoring to free form text sourced from any channel including surveys, social media and chat

NATURAL LANGUAGE PROCESSING ENGINE (NLP)

Including sentiment analysis to include text from any source, speech-to-text analysis and data categorisation to attribute text into customisable categories

GAMIFICATION

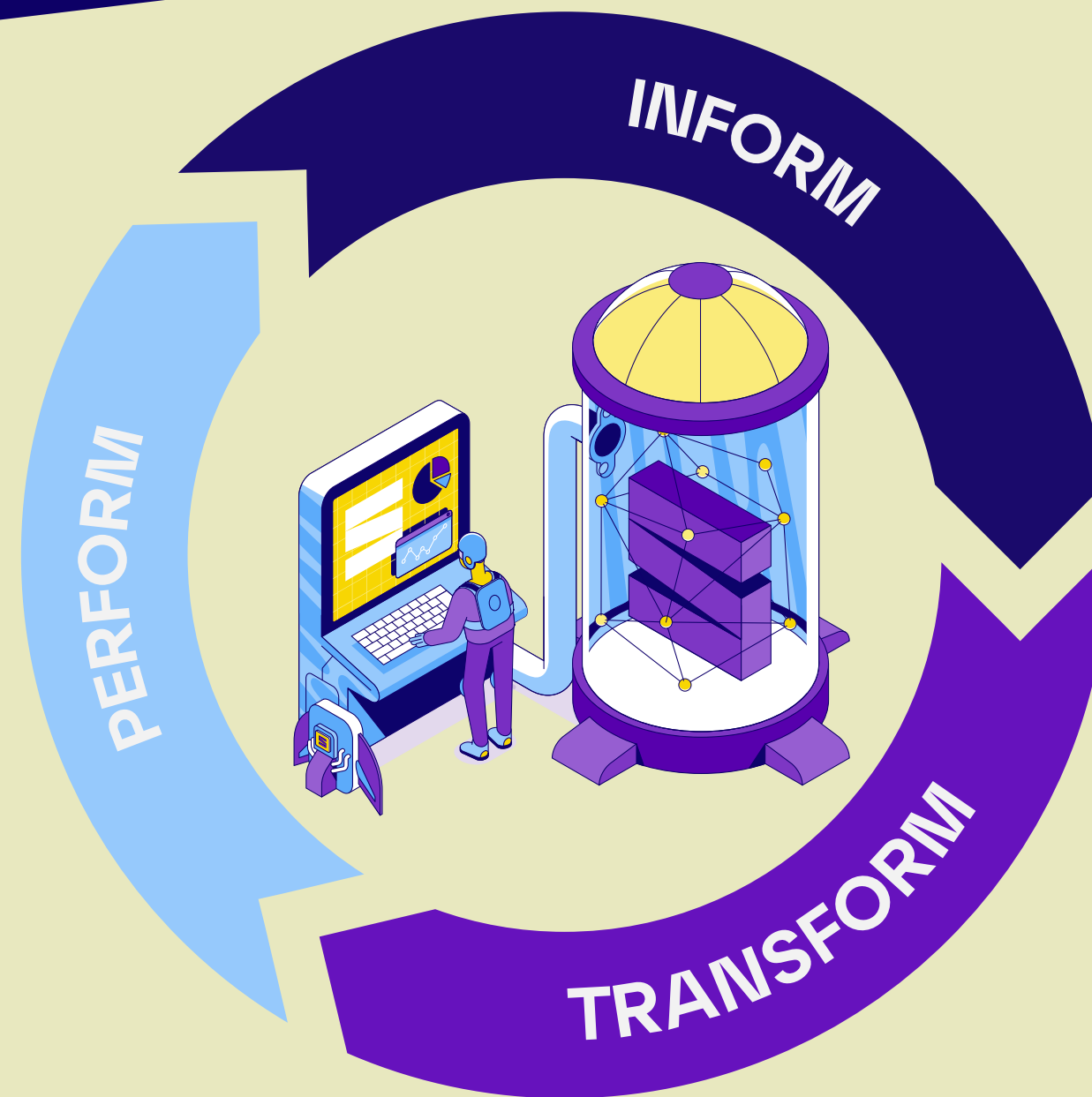
To drive and recognise employee performance

CX Index Cloud is hosted on AWS, but can also be offered with more tailored hosting or deployment solutions. While the platform can integrate with a range of CX platforms, CX Index can also include data from other enterprise platforms such as CRM and ERP as well as additional channels.

DELIVERING COMPREHENSIVE VOICE OF THE CUSTOMER SOLUTIONS

Sabio has over 18 + years' experience designing, implementing and supporting VoC solutions for organisations around the world. Working across multiple sectors, Sabio's Voice of the Customer projects help to secure CSAT performance improvements, higher customer retention scores, industry-leading engagement scores and award-winning recognition.

Our team of VoC consultants work with your operational teams to maximise the impact and effectiveness of our CX Index Voice of the Customer solutions through a comprehensive training, implementation and support management model. We also work closely with client CX teams to understand and identify your specific CX needs and requirements.



Sabio supports every stage of a VoC deployment, from initial strategy design, through systems integration & training, survey and dashboard building within CX Index, supporting the collection and analysis process, as well as reviewing and communication.

At every stage the sabio VoC team is on hand to help client CX teams secure value from their Voice of the Customer solutions – helping them to not only become functionally-comfortable with the solution, but also working to embed the cultural adoption of VoC programs.

SABIO GROUP

Sabio Group is an ideal partner for organisations looking to transform their CX experience, with its proven expertise in the creation of exceptional end-to-end CX solutions supporting clients in over 65 countries. Sabio is a full-service provider delivering CX technology services and insights that help organisations to provide brilliant customer experiences.