



## First Data® Customer Care Organization Voice of the Customer

### Customer satisfaction is pivotal to your business success.

Understanding your customers' expectations and loyalty to your brand are key to customer satisfaction. First Data's state-of-the-art call center technology helps you to identify your customers' needs, and to improve their interaction with your brand.

Your competitive edge also depends on anticipating and proactively addressing the needs of your customers. Nothing tells you more about your business than analyzing the voice of your customer.

First Data's **Voice of the Customer** IVR post-call survey captures satisfaction from your customer's perspective. Voice of the Customer is your strategic advantage for effective marketing, sales conversions, and customer engagement.

### Benefits to Your Business

#### Optimize Customer Engagement



Our solution enables you to listen to your customers, and act on their feedback. Quickly identify trends, opportunities, and customer perceptions — insights that drive loyalty, and long-term customer relationships.

#### Customer Retention



Identify your potential at-risk customers and the reason behind their dissatisfaction. By understanding the hearts and minds of your customers, you can drive changes — leading to increased revenue, and higher retention rates.

#### Analytical Insights



Our reporting provides a good pulse on how your customers perceive and view your brand — enabling you to keep your brand reputation in good standing, and grow customer loyalty.

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## Why Conduct VOC Research?

Your competitive edge depends on anticipating and addressing the needs of your customers — faster than other organizations. First Data's Voice of the Customer survey is one of the fastest ways to identify and drive business improvements by listening to the people who matter most — your customers. Once you really know what your customers want, you then can design a more effective business strategy, customize messaging, and offer products that resonate best with your customers.

## Our Program Elements

**Survey Options** — First Data offers both standard and custom configurable survey options to capture, categorize, and prioritize your customers' feedback.

**Call Agent Integration** — Voice of the Customer is integrated into inbound customer service calls. At the onset, your customers are advised by an IVR prompt to remain on the line for a post call survey.

**Net Promoter Score (NPS)** — Measure the willingness of your customers to recommend your company, products, or services to others. NPS gauges your customers' overall satisfaction and loyalty to your brand.

**Agent Satisfaction** — Capture your customer's satisfaction with their service representative during a customer support interaction.

**Resolution Rate** — Touches many important aspects of a customer service and support experience. Efficient and accurate service drives customer trust and loyalty.

**Reporting & Support** — A successful VOC program enables you to identify problem areas through comprehensive reporting, so that you can take action. First Data provides ongoing VOC reporting, with consultative support when needed.

**For more information, contact your Account Executive, or visit [FirstData.com](https://www.FirstData.com).**

## Additional Customer Insights

The First Data's Customer Care Organization provides additional resources for you to collect valuable insights about your customers.

## Speech Analytics

First Data Speech Analytics technology provides a gold mine of insights about your customer satisfaction, customer churn, and competitive intelligence. Our speech-to-text transcription of your customer interactions identifies trends and root causes, automatically categorizes calls, and provides you with detailed trend statistics and insights by call category.

Our analytics identify the specific reason for the customer call — and the different kinds of experiences during a call.

Customer satisfaction builds loyalty, retention, and long-term customer relationships — which helps drive sales revenue to your business. The importance of customer satisfaction can't be underestimated.