Customer Feedback Tactics You Can't Overlook
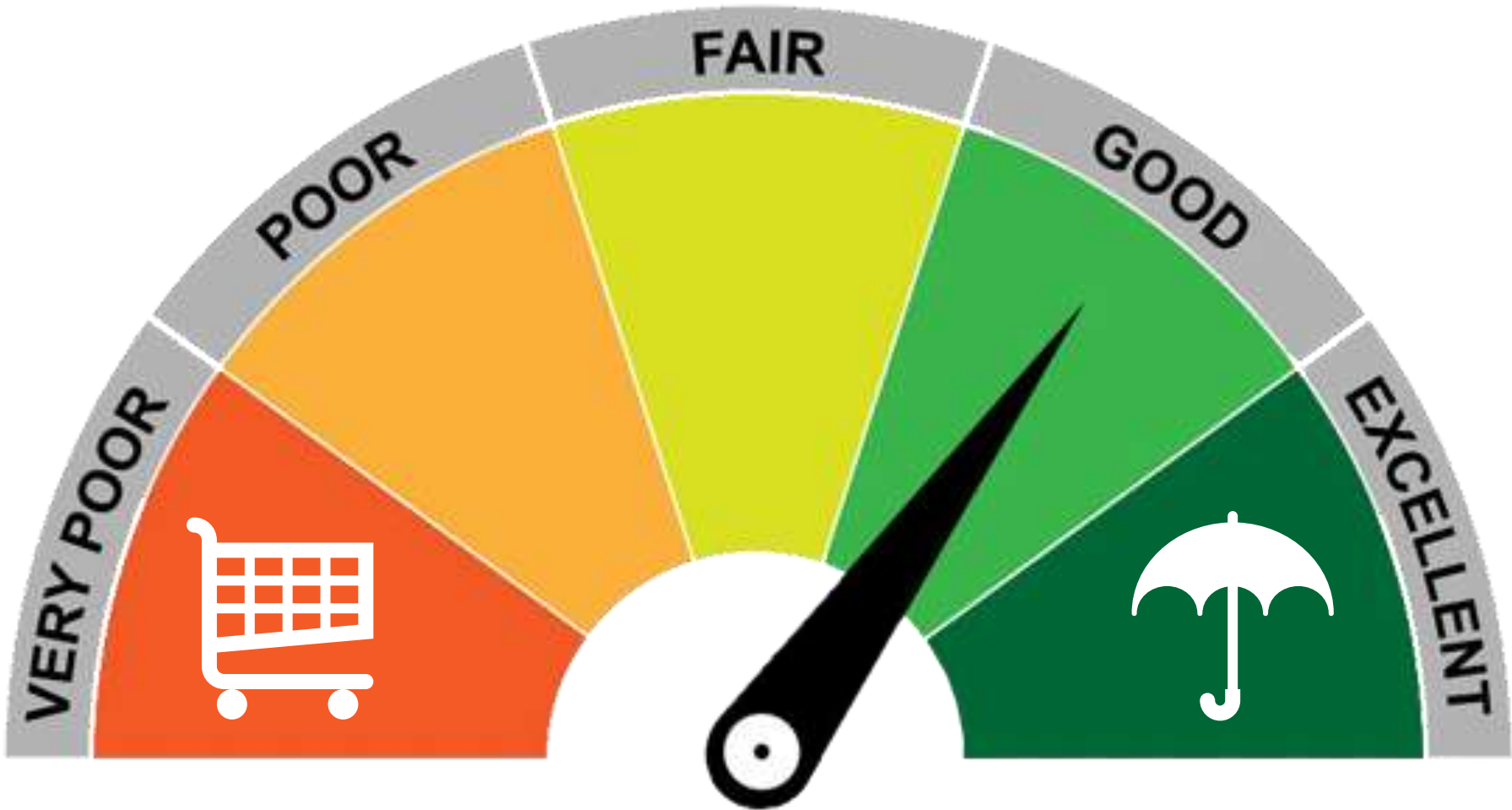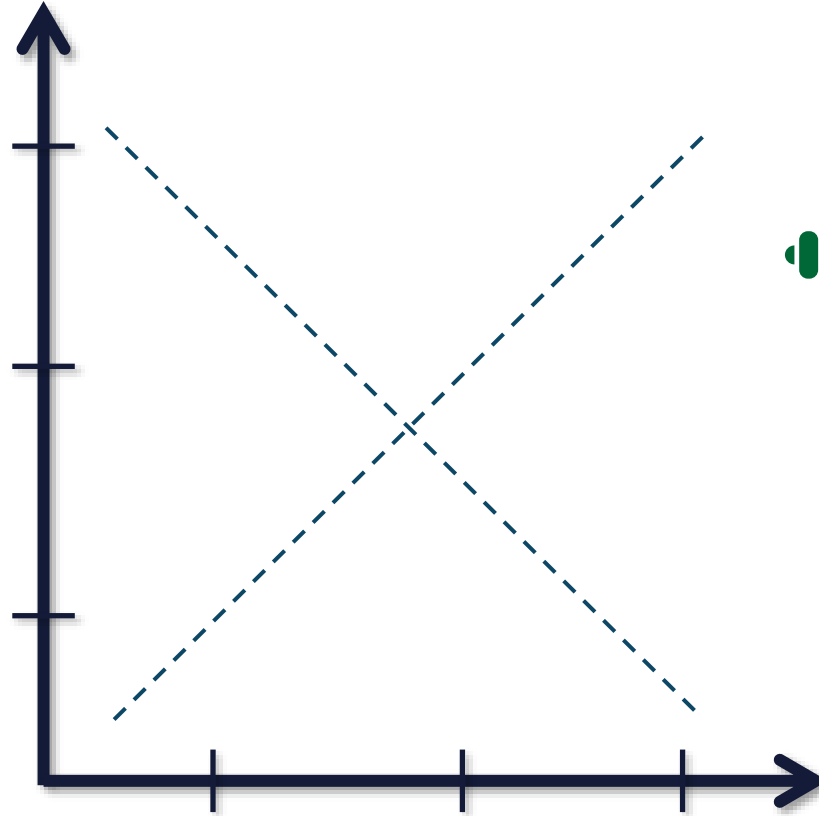
CallMiner

Impression Scale

Impression Updating

- Very Negative

- Highly Immoral

- Very Positive

- Highly Moral

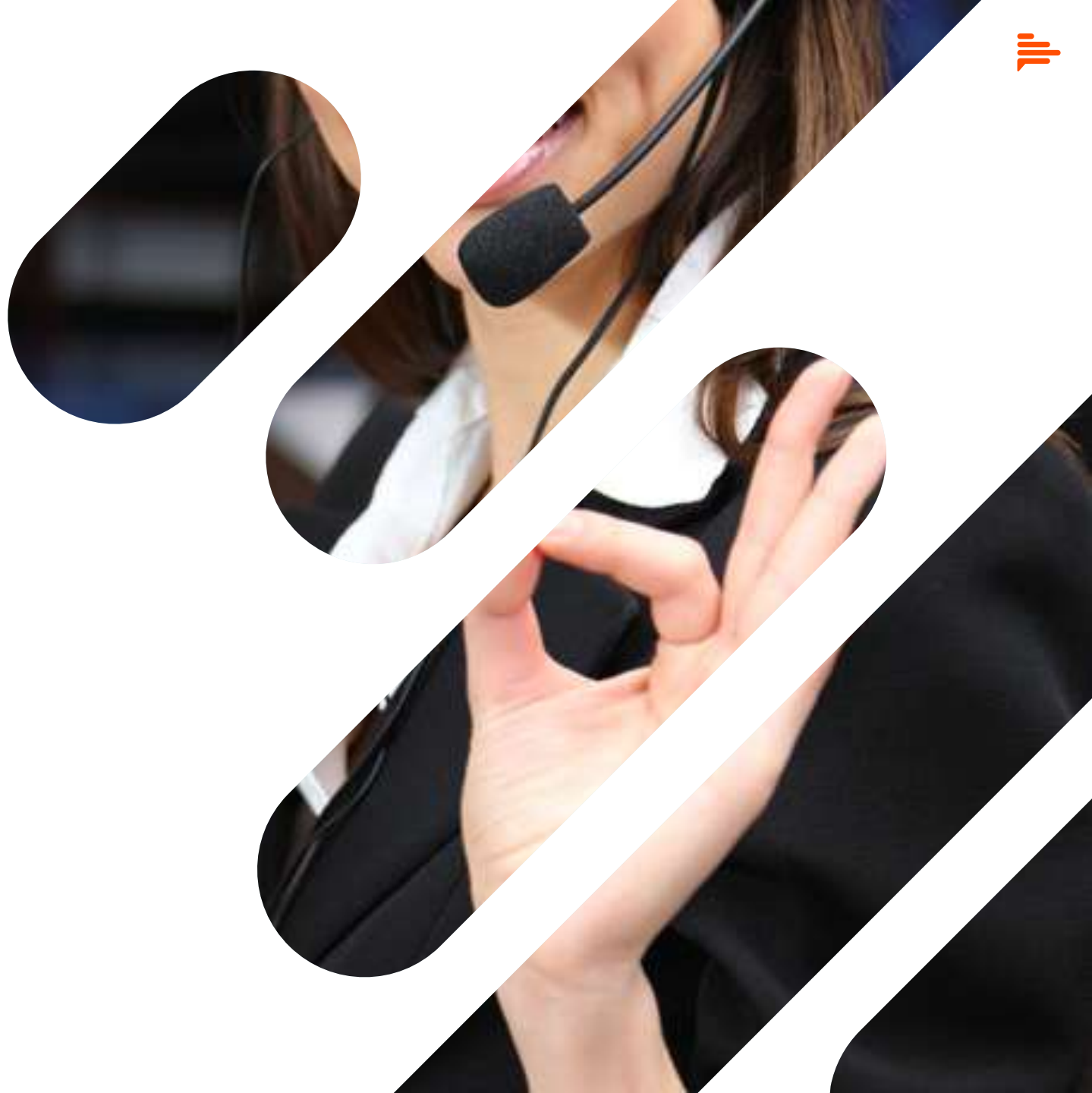# Bad Impressions vs. Good Impressions

Close the Loop

Proactively reach out to the customer as soon as a problem is detected

Acknowledge the issue and address the problem directly

Provide resolutions, not just empathy

Consistent Coaching

Coach to consistency

Give agents feedback on how to be consistent in their interactions so that customers can always get the best help possible

Focus on resolution

Resolving customer issues should be an agent's top priority, not getting customers off the phone as quickly as possible

Empower your agents

Allow agents to do what's right for the customer, even if it may be outside of normal boundaries

Thanks for being with us!

Hi,

Thank you again for choosing us for your lorem ipsum dolor.

If you were happy with the efficiency of the service could I ask that you leave us some brief feedback on your experience via the link below.

Review us on Google

a moment to tell

the

5

Very satisfied

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seconds. Click or
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BRIGHTWAVE™

What you said:

You inquired about a promotional internet service offer but were disappointed to learn it was only available to new customers. Despite the agent's attempts to provide a retention plan, you expressed that you felt undervalued and decided to cancel your service. The agent processed the cancellation and confirmed it would take effect immediately, expressing regret over your decision.

What we heard:

💎 **You were paying too much for what you were getting**

To show our commitment to improving your experience, we'd li[...] you an exclusive 30% discount on your first three months [...] reactivate your service with us.

Don't Only Focus on the Metrics

- NPS, CSAT, and CES only show there is a problem, not how to solve it
- Analyze survey data with all sources of customer interactions to find experience gaps

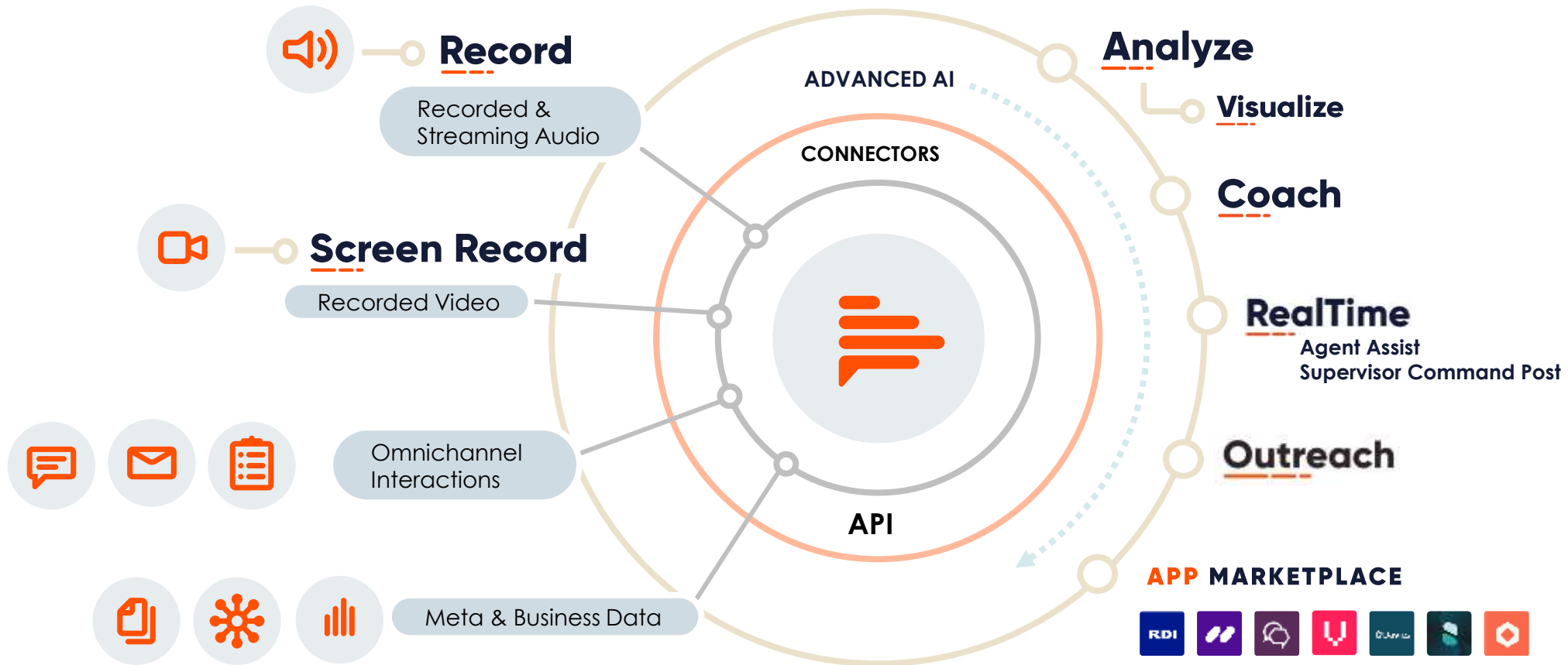## Personalize your Communications

- Avoid canned responses; reference what happened and specific customer information
- Consider why the customer contacted and offer next steps or resolutions paths
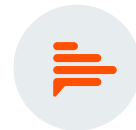
Don't Overcommunicate

- Prioritize the right outreach and give customers time between communications
- Make each outreach meaningful; don't always ask for feedback

Contact Center & Experience Management Platform

Record
Recorded & Streaming Audio

Screen Record
Recorded Video

Omnichannel Interactions

Meta & Business Data

ADVANCED AI

CONNECTORS

API

Analyze
Visualize

Coach

RealTime
Agent Assist
Supervisor Command Post

Outreach

APP MARKETPLACE

SiriusXM: Elevating CX with VoC & Conversation Analytics

- SiriusXM leverages conversation analytics to extract actionable insights from surveys and unstructured data, using its VoC strategy to reveal trends that unlock revenue potential and enhance customer experiences.

Challenges

- Scattered data across channels limits actionable insights
- Traditional surveys capture only a fraction of customer interactions
- Delayed feedback prevents proactive issue resolution

Solution

- Omnichannel capture of 100% of interactions
- AI-powered Emotional Analysis with a predictive Emotion Index
- Automated VoC feedback loop with integrated, real-time reporting

Results

- Early detection of issues and proactive resolution
- Data-driven improvements across engineering, marketing, and operations
- Continuous performance tracking that enhances customer centricity
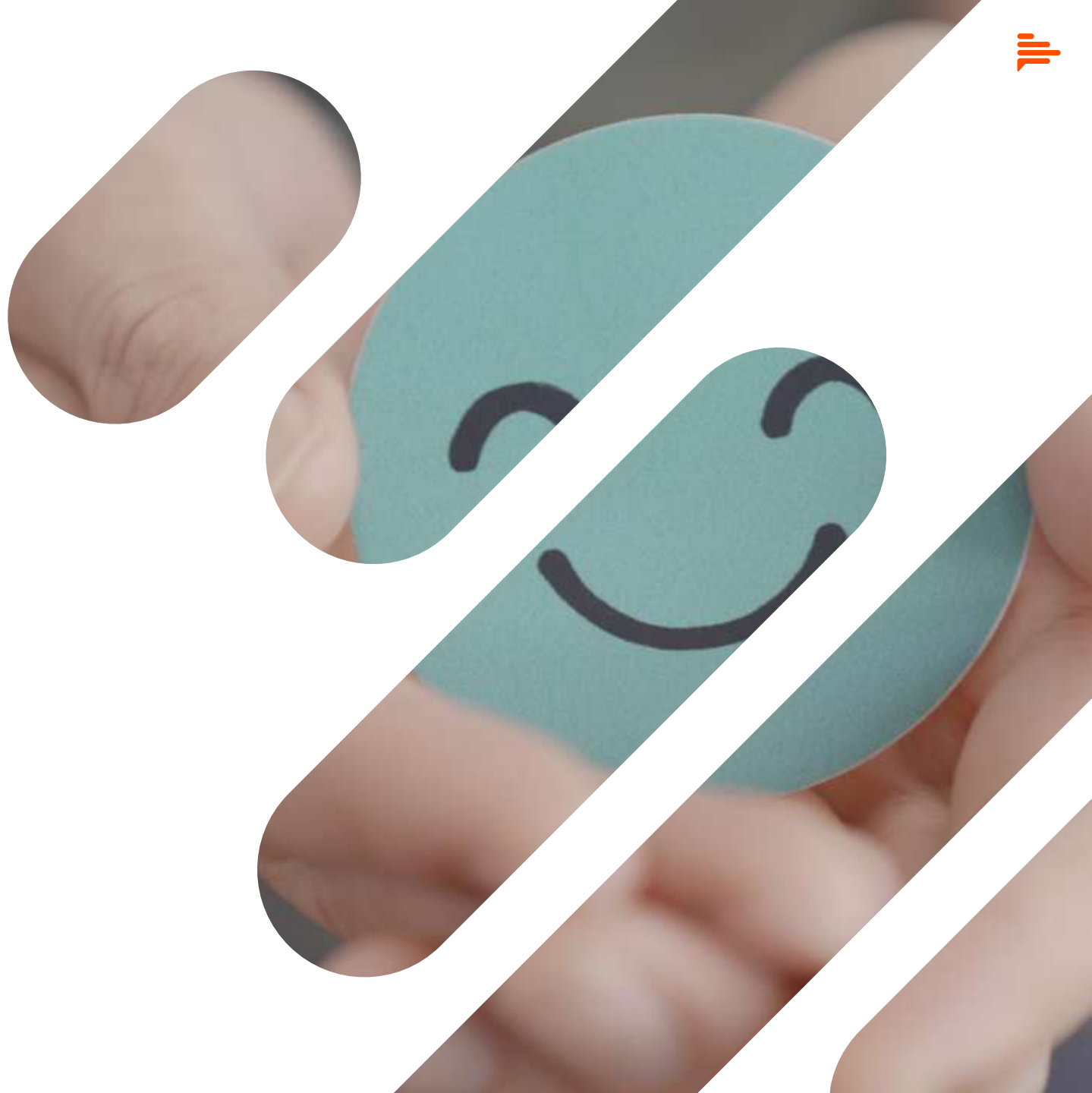
Lasting Impressions

Choose the right type of outreach at the right time for each customer

Follow up on your customer's issues and provide a resolution

Coach your agents to deliver a competent experience every time

Resources for you to...