



Factsheet

Confirmit Voices™ for Utilities

Powering Voice of the Customer Programs



It is becoming increasingly easy for customers to compare utility providers. Price remains a key driver for sales, but the experiences that customers receive throughout all interactions with your company are vital to retaining customers in the long term. Generating positive customer experiences is vital to maximize loyalty and minimize churn rates. Your Voice of the Customer program must help you shape experiences at every key customer touch point.

Effective Customer Experience Management (CEM) must be seen as a vital ingredient in driving business performance, and a comprehensive Voice of the Customer program provides meaningful insight that enables you to:

Increase revenue: by strengthening customer relationships to minimize churn

Reduce costs: by improving processes, ensuring compliance, and creating greater process consistency

Promote culture change: by driving customer centricity and cross-functional change.

Reduce risk: by increasing accountability and ensuring agents are following correct procedures.

What is Confirmit Voices?

Confirmit Voices is a 5-stage customer engagement model that gives you the power to:

- Listen to the Voice of the Customer (and/or the Employee),
- Integrate that voice with existing data to generate powerful insight,
- Take action that will deliver real business change.



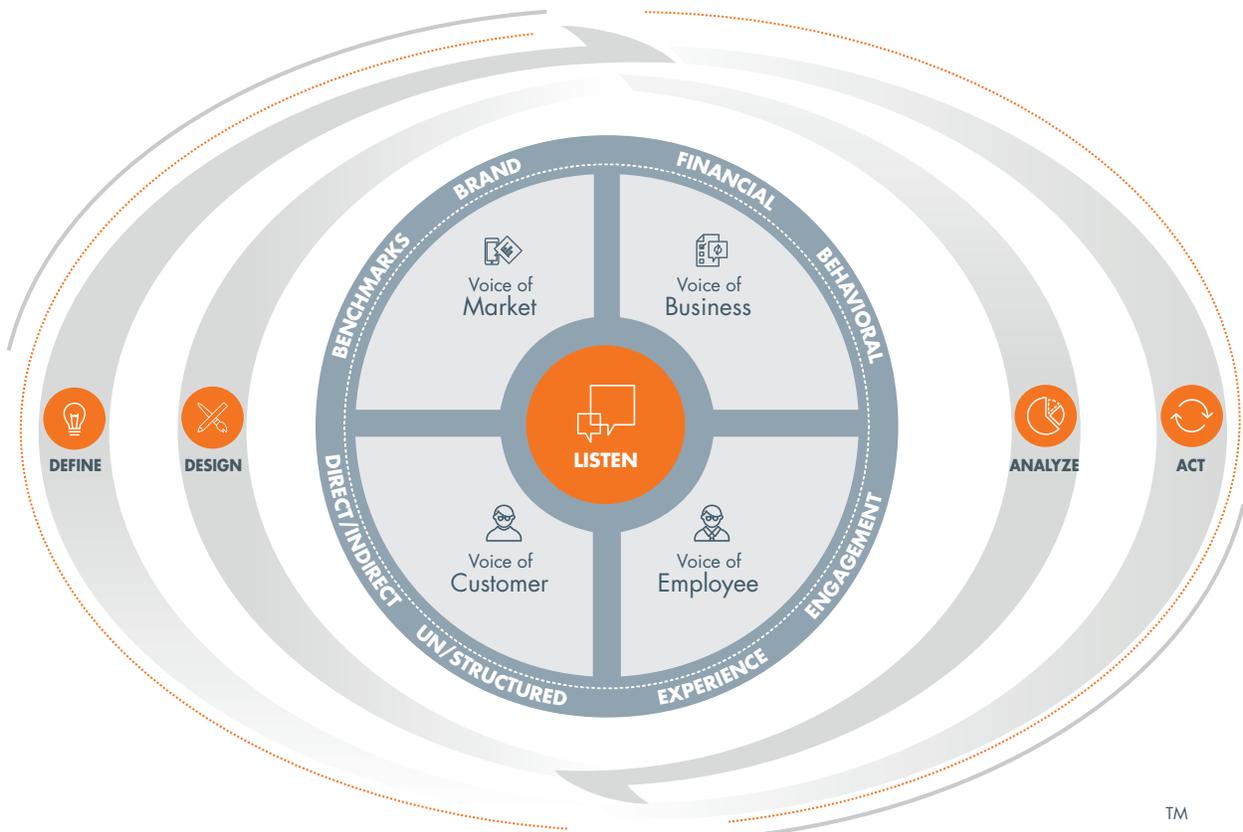
USE THE VOICE OF THE CUSTOMER TO INCREASE REVENUE

Through reduced churn, improved cross-sell opportunities and the ability to attract new customers.

This solution helps you to implement your CEM program to ensure it meets the needs of key stakeholders across your business and delivers results against clear goals and KPIs.

Confirmit Voices uses multi-channel data collection – incorporating web, telephone, mobile, and paper – that gives you the power to listen to the Voice of the Customer at every key touchpoint. Fundamental to our approach is the ability to take insights from customers and bring them alive by incorporating financial and operational data, as well as unstructured data, and even rich media such as photos and video.

Powerful reporting capabilities give you the ability to analyze the data you gather and automatically generate alerts to tell you when you need to act quickly, saving at-risk customers and driving positive word of mouth. You can easily share information with the people who need it so the insight you gather not only drives short-term, tactical change, but also aids strategic planning that ultimately delivers ROI.



Building your Voice of the Customer Program

The stages of Confirmat Voices are designed to ensure your VoC program delivers the insight you need to build strong customer experiences, create competitive advantage and generate ROI.



01 DEFINE

We work with you to make sure your VoC program is aligned to your overall business issues, to create clear, phased objectives and success criteria and to map your customer journey and your key Moments of Truth. Our team will work with you to build a robust business case to gain the executive level buy-in that is crucial to the success of any VoC program.



02 DESIGN

We ensure that your program is designed to deliver both tactical and strategic benefits and is mapped to your key business objectives. To achieve this, Confirmat Voices provides a robust, powerful and scalable program architecture which includes key components such as sampling, feedback channel requirements based on your customer journey map, survey design and reporting, and closed-loop alerting.



03 LISTEN

We provide multi-channel data collection to ensure your customers can provide feedback in the way that suits them, driving high response rates and greater insight. We provide a secure and highly scalable way to gather customer feedback, automate alerts and escalate issues that require attention. You can access the real customer voice through audio and video recordings and manage bespoke panels of key customer groups to drive initiatives.



04 ANALYZE

Confirmit Voices enables advanced analysis of your feedback, including structured and unstructured data, so you can improve business results and create a clear view of issues you need to address. Tailored reporting provides actionable insight at every level of the business—from customer service managers who can access detailed team information, to your CEO who automatically has a top-level view, with the ability to drill down as required.



05 ACT

The model delivers actionable insight that enables you to work quickly to resolve individual customer issues, through an automated closed-loop system. Our alerts management system enables you to clearly track which issues your team is dealing with and which should be escalated. At a strategic level, you're able to identify the processes that cause repeated problems and take action to resolve them and improve the customer experience.



HOW DO WE WORK WITH YOU?

Confirmit Voices is a highly flexible solution, so you can decide how you prefer to work with us. We can use our expertise to build and implement your program with you, provide targeted help in specific areas, or you can simply use our technology to manage your program internally. We offer a modular methodology which provides the flexibility and capability to future-proof your program, so that it can grow in line with your business requirements, whether you need more volume, channels, regions, etc.

Once you're up and running we work with you to ensure that your Voice of the Customer program continues to deliver value in the long term. Customer experience is a journey, not a destination, and our experts will help you to understand and plan effective strategies to evolve your program, redefine objectives, add new channels or simply validate that you're on the right track. This is crucial in preventing the program from losing momentum or becoming disconnected from the overall business issues.

To find out more about how Confirmit Voices could power your Voice of the Customer program, contact your local Confirmit office.

“Our Confirmat solution delivers the information we need to create better customer experiences across business areas, and has positively supported our efforts to retain existing customers.”

Customer Experience Professional

About Confirmat

Confirmat is the world’s leading SaaS vendor for multi-channel Voice of the Customer, Voice of the Employee, and Market Research solutions. The company has offices in Oslo (headquarters), Chengdu, Grimstad, London, Moscow, New York, San Francisco, Sydney, Vancouver, and Yaroslavl. Confirmat’s software is also distributed through partner resellers in Madrid, Milan, Salvador, and Tokyo.

Confirmat powers Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include Aurora, British Airways, British Standards Institution, Copart, Cross-Tab, Dow Chemical, GfK, GlaxoSmithKline, GMO Research, JTN Research, KeepFactor, Morehead Associates, Nielsen, Research Now, RS Components, QRS, Sony Mobile Communications, and Swisscom. Visit www.confirmat.com for more information.

Find Your Solution with Confirmat

Contact Confirmat at info@confirmat.com today to schedule a free demonstration, and learn how Confirmat’s solutions can work for you.



www.confirmat.com
info@confirmat.com

