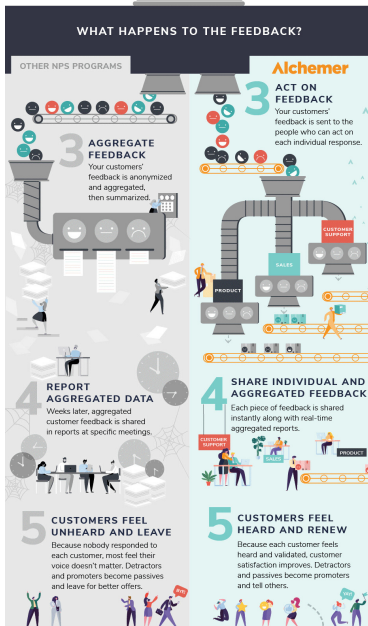


Redefining Success for Voice of the Customer Programs

How to bring your customers' voice to the center of your business



Most companies spend more time aggregating and charting Net Promoter Score (NPS) data and customer feedback, than actually using it. This approach often makes your customers feel like they haven't been heard because they never hear back from anybody. Alchemer has a different approach. **While both start the same, what happens to feedback depends on how you act on it.**



WHAT RESULTS CAN YOU EXPECT FROM A SUCCESSFUL NPS CUSTOMER FEEDBACK PROGRAM?

Customers who act on NPS feedback in real time see:



ADDITIONAL BENEFITS FROM A SUCCESSFUL NPS CUSTOMER FEEDBACK PROGRAM INCLUDE:

- Closing the gap between customers and all employees,** by providing employees with unrestricted access to all customer feedback.
- Capturing feedback for different departments** allows you to improve the business across the company.
- Customer-driven decision making** because customer feedback factors into meetings and key decisions, from the product roadmap to marketing, professional services, training, and sales.
- Becoming a customer-centric business** where your customers and their experiences are at the heart of everything you do.

LOOKING FOR A BETTER NPS CUSTOMER FEEDBACK SOLUTION?

The **Activated NPS Solution** from Alchemer is a complete package that helps you build a customer feedback system and enables your individual customer's voice to be heard and responded to. The **Solution** allows you to automate the collection, workflow, management, and ability to act on customer's feedback.

We help companies transform into customer-centric organizations.

To learn more, visit www.alchemer.com