

THE ROI OF VOC IN FINANCIAL SERVICES CONTACT CENTERS: BETTER CX LEADS TO BETTER FINANCIALS

Contact center and CX leaders in financial services organizations pursue numerous objectives at the same time. They must ensure regulatory compliance and adapt to rapidly changing business conditions, all while meeting and exceeding client expectations. Capturing the voice of the customer (VoC) through various methods such as chat, SMS, email, website intercepts, and IVR surveys, behavioral data analysis, etc. helps financial services business leaders reveal if and how their activities meet these expectations. Specifically, using VoC data, firms can monitor and predict how changing business conditions may affect their activities, adjust contact center and CX programs in real-time to minimize the risk of frustrating clients, and instead, maximize loyalty and client value.

FINANCIAL SERVICES CONTACT CENTERS WITH VOC PROGRAMS enjoy:

17.7x	Greater year-over-year (YoY) increase in customer retention rate
2.1x	Greater annual increase in average customer profit margin
2.0x	Greater annual increase in cross-sell / up-sell revenue
5.3x	Greater YoY growth in annual company revenue
2.0x	Greater YoY increase in employee engagement rate

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