

THE ROI OF VOC IN TELECOMMUNICATIONS: BETTER SERVICE LEADS TO HAPPY CUSTOMERS & REDUCED COSTS

We're living in a hyperconnected world. Telco firms are the backbone supporting today's interdependent economy bringing together customers of all types (businesses and consumers). Meanwhile, consumers now have more options to choose from while more-easily switching between different providers. Together, these factors make customer-centricity a necessity for telco firms to survive and thrive. Voice of the customer (VoC) data is an invaluable source of information enabling contact center and CX leaders in telco firms with customer sentiment, feedback, and behavioral data to determine their ability to address client needs on-time and effectively.

TELCO CONTACT CENTERS WITH VOC PROGRAMS enjoy:

42%	Greater annual increase in customer retention rate
88%	Greater year-over-year (YoY) improvement (<u>decrease</u>) in response time to customer requests
51.8x	Greater YoY improvement (<u>decrease</u>) in service costs
27%	Greater YoY improvement in first contact resolution rates

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