


# NICE Fizzback


The leading solution for Real-Time Customer Feedback and Customer Experience Management




NICE Fizzback is the leading solution for Real-Time Customer Feedback and Customer Experience Management (CEM) resulting in increased customer loyalty and employee performance. The award winning solution helps companies collect, analyze and act in real-time to their customers' comments and issues. Feedback captured at the point of experience is analyzed automatically using a unique artificial intelligence engine, driving relevant responses, prompting company action and providing powerful insight into the Voice of the Customer (VoC) from the entire customer base. NICE Fizzback enables businesses to derive true economic benefits by increasing revenues through customer lifetime value and positive word-of-mouth.



**ENGAGE**  
All customers at the point of experience

**CAPTURE** 

Freeform feedback using quick convenient channels




**ACT**  
Real-time dashboards, intelligent alerts and automated routing of corrective actions



**INTERPRET**  
Derive meaning using natural language processing

## NICE Fizzback Benefits

### EMPLOYEE PERFORMANCE



The best employees naturally give great service, regularly delighting customers. To ensure all employees reach this level, NICE Fizzback enables clients to gather large volumes of employee-level feedback and use this to drive KPIs and in many cases, variable compensation. Employees also feel a strong sense of ownership, especially when they have access to what customers said about them.

### FACTS & FIGURES:

- 35-50% of all retail feedback is employee related
- Response rates typically of 25%-50% enabling high volumes of feedback for every agent for performance management and operational insight
- Typical increase in First Call Resolution of 16%

*"NICE Fizzback is a business improvement solution, not just another customer metric."* **Karen Ingham, Virgin Media**

# NICE Fizzback Benefits

## LOYALTY & ADVOCACY



By allowing customers to express themselves in natural language, NICE Fizzback gathers not only their level of satisfaction, but what drives it. This allows companies to prioritize which weak areas to fix for maximum impact, and as the data is gathered, analyzed and distributed in real-time, ensures that a negative customer experience can be turned around rapidly.

### FACTS & FIGURES:

- Recover 90% of dissatisfied customers within minutes
- Increase of 19% increase in customer advocacy in less than one year
- Gain an average increase of 27% in customer satisfaction

*"This partnership will allow us to swiftly monitor customer satisfaction giving our customer service managers the best chance of resolving issues early."* **Chris Haynes, Eurostar**

## OPERATIONAL EFFICIENCY



By measuring the customer experience at every point in the customer journey, NICE Fizzback allows organizations to identify and fix points of failure within the business, immediately tracking the impact of any changes made. This leads to a significant reduction in complaints and failure-based customer service calls.

### FACTS & FIGURES:

- Reduce the number of complaints by 61%
- Decrease call centre OPEX by 23%
- Highlight key areas for process improvement, efficiently routing out and changing drivers of customer dissatisfaction

*"NICE Fizzback has enabled us to deal with issues immediately, and as a result, we have seen a drop in both the number of calls into the call centre, and in the number of written complaints we receive. Overall, this is a reduction of over 60% from last year."* **Tom Shorten, Phone4U**

## ABOUT NICE

NICE Systems (NASDAQ: NICE), is the worldwide leader of intent-based solutions that capture and analyze interactions and transactions, realize intent, and extract and leverage insights to deliver impact in real time.

Driven by cross-channel and multi-sensor analytics, NICE solutions enable organizations to improve business performance, increase operational efficiency, prevent financial crime, ensure compliance, and enhance safety and security.

NICE serves over 25,000 organizations in the enterprise and security sectors, representing a variety of sizes and industries in more than 150 countries, and including over 80 of the Fortune 100 companies. [www.nice.com](http://www.nice.com)

## CONTACTS

Global International HQ, Israel,  
T +972 9 775 3777, F +972 9 743 4282  
Americas, North America,  
T +1 201 964 2600, F +1 201 964 2610

EMEA, Europe & Middle East,  
T +44 020 7845 0700 F +44 0 870 429 9263  
APAC, Asia Pacific,  
T +852 2598 3838, F +852 2802 1800

[info-fizzback@nice.com](mailto:info-fizzback@nice.com)  
[www.nice.com/fizzback](http://www.nice.com/fizzback)

360° View, Alpha, ACTIMIZE, Actimize logo, Customer Feedback, Dispatcher Assessment, Encorder, eNiceLink, Executive Connect, Executive Insight, FAST, FAST alpha Blue, FAST alpha Silver, FAST Video Security, Freedom, Freedom Connect, IEX, Interaction Capture Unit, Insight from Interactions, Investigator, Last Message Replay, Mirra, My Universe, NICE, NICE logo, NICE Analyzer, NiceCall, NiceCall Focus, NiceCLS, NICE Inform, NICE Learning, NiceLog, NICE Perform, NiceScreen, NICE SmartCenter, NICE Storage Center, NiceTrack, NiceUniverse, NiceUniverse Compact, NiceVision, NiceVision Alto, NiceVision Analytics, NiceVision ControlCenter, NiceVision Digital, NiceVision Harmony, NiceVision Mobile, NiceVision Net, NiceVision NVSAT, NiceVision Pro, Performix, Playback Organizer, Renaissance, Scenario Replay, ScreenSense, Tienna, TotalNet, TotalView, Universe, Wordnet are trademarks and/or registered trademarks of NICE Systems Ltd. All other trademarks are the property of their respective owners.

.DATE 10/2011 • P/N • CONTENTS OF THIS DOCUMENT ARE COPYRIGHT © 2011