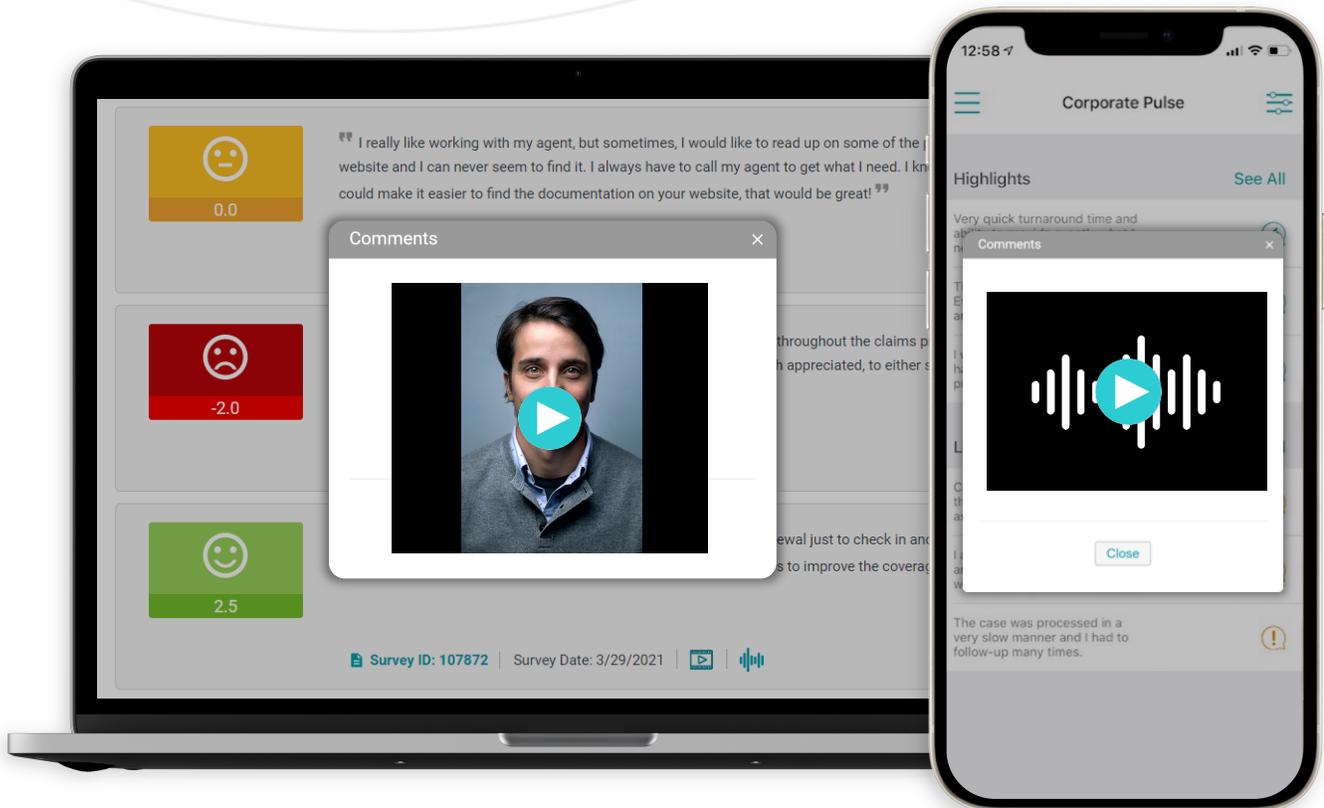


# CONCENTRIXCX

## Media Center

There's more to building great customer experiences than NPS scores and trends. While those are certainly important, feedback is much more impactful when customers tell their stories to your employees themselves.

The **ConcentrixCX Media Center** puts multimedia customer feedback at your employees' fingertips, instantly –helping them form emotional connections that might otherwise be lost.



# Key Features

When everything from shopping to bill-paying happens virtually, it can be tough to get to know your customers or know how to give them great customer experiences. Structured feedback alone can't solve the problem.

Humanizing feedback through storytelling, audio clips and customer videos delivers their emotion –making feedback more real, understandable and relatable for employees at every level of your organization.

## Rich Media Capture



### VIDEO & AUDIO FEEDBACK

Offering customers the option to provide feedback as a video or an audio recording catches their interest and lifts response rates



### IMMEDIATE ACCESS

No waiting required –feedback is uploaded in real time



### VIDEO & AUDIO PLAYBACK

Brings customer stories to employees, inspiring a “customer first” culture and motivation to improve experiences



### ON DEMAND AVAILABILITY

State of the art technology enables instant preparation of media clips



### CALL RECORDING INTEGRATION & PLAYBACK

Incorporates the wealth of audio feedback already captured in your contact center, giving you a more complete customer view



### SECURE DOWNLOAD

Save and store media content securely



Employees improve CX performance **twice as fast** when emotional connections with customers are made.



# Humanize the Power of Customer Feedback



## BUILD EMOTIONAL CONNECTIONS

Seeing and hearing customers' feedback builds employees' empathy and a deeper human connection.



## GET BETTER INSIGHTS, FASTER

Unlike structured feedback, real time multimedia feedback is less open to interpretation.



## DRIVE ENGAGEMENT

Multimedia feedback is easier to understand, remember and act upon –and employees are more likely to pay attention.



# CONCENTRIXCX

Don't just measure experiences,  
transform them.

**Contact us today!**

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