

# Providing a flexible and integrated CX Platform



Implementing an integrated Customer Experience Solution at STC

- STC was looking for a Survey platform that delivers more ROI in terms of services and features
- Platform that supports multiple integration methods, allowing for more holistic analysis
- Platform that capture and analyze customer feedback across all STC channels

## • *Solution Offered*

- Implemented the VOC platform on their **local servers in KSA**
- Provided an **omnichannel feedback mechanism** which provided STC to send campaigns via Website, SMS, Email, Mobile App, IVR and Kiosk Channels
- The VOC platform enabled STC to produce branded dashboards to report and visualize actionable insights in a beautiful and presentable manner
- The platform capability also assisted STC to **close the loop** with their customers in real time

## • *Impact & Results*

Conducted studies with personalized & customizable surveys with STC's look and feel

Gather customer feedback via survey, social media to learn of compliments, suggestions, and concerns that require immediate action

Gauge sentiments and generate trends from open end responses

Provided customized live dashboards feature to share insights with stakeholders