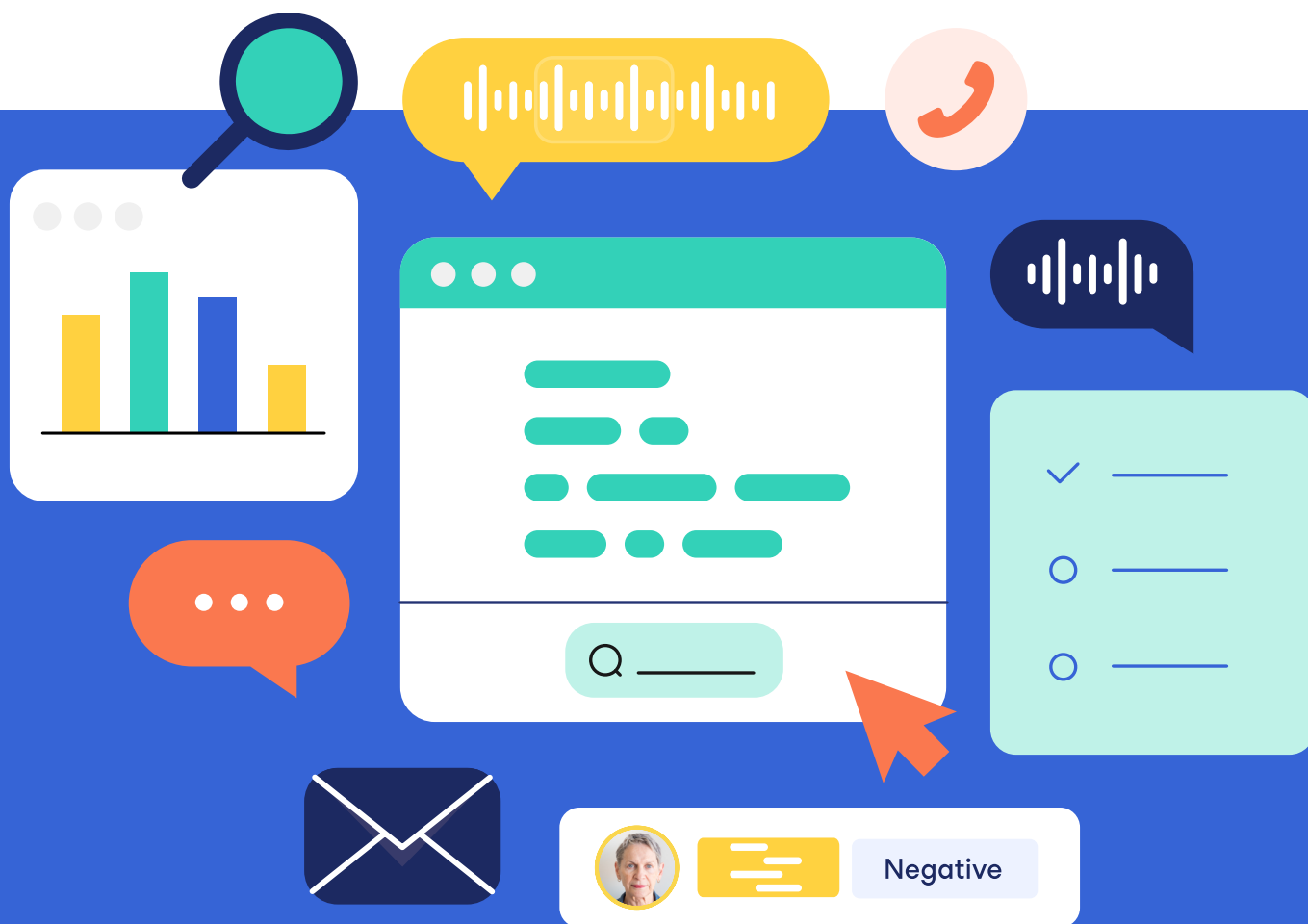


The Ultimate Guide to Unsolicited Feedback

Transform CX with Conversational Data



There is Untapped Potential in Listening at Scale.

“Thank you for calling. Your call may be monitored for quality and training purposes.”

Does this sound familiar?

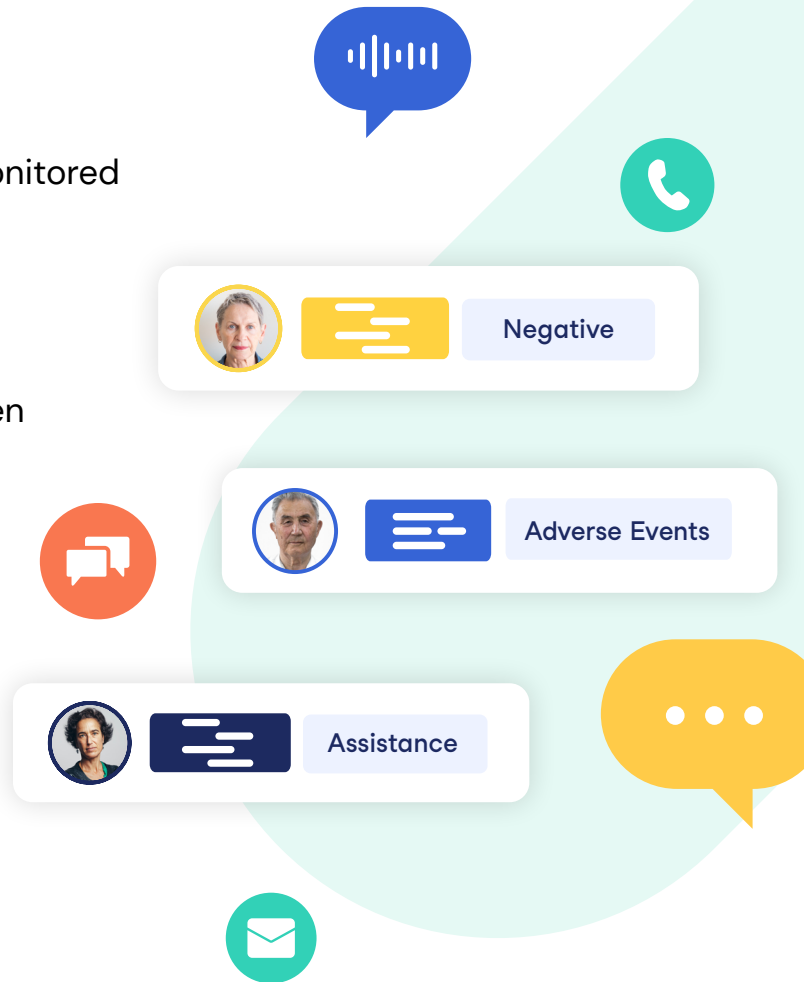
It should.

This message precedes most calls between companies and their customers.

This means companies are digesting millions of recorded customer conversations every year and those conversations are full of insights. They can learn what customers think, feel, and wish the company would do.

But is anyone actually listening?

Most companies don't recognize the potential being stored and ignored in customer interactions. But the reality is that when they aggregate these conversations, themes emerge. From these themes, companies can answer their most pressing questions.



What is Unsolicited Feedback?

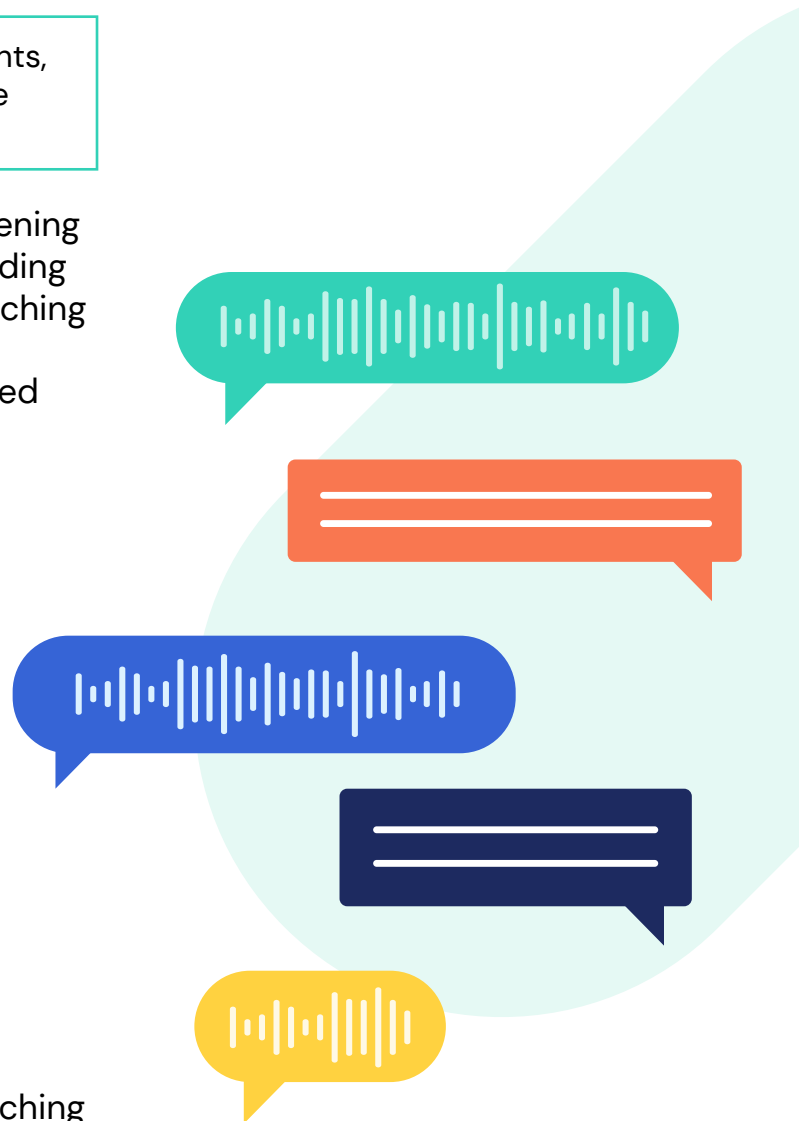
Unsolicited feedback is the organic thoughts, feelings, and opinions your customers share without being prompted or asked.

Unsolicited feedback can be found by listening to recorded call center conversations, reading customer support chat transcripts, or watching customer video calls. Wherever customer conversations happen, you'll find unsolicited feedback.

Why is Unsolicited Feedback Valuable?

Unsolicited feedback is an unbiased, renewable source of customer insights. **Unlike survey data** – severely limited by population response and inherent bias – unsolicited feedback shares what is important to customers in their own words.

Think about it – when a customer calls a contact center, they have a reason for reaching out and perceptions that shape what they say during that conversation. The purpose of their call is to share what's on their mind – and that's a tremendously valuable source of insight.

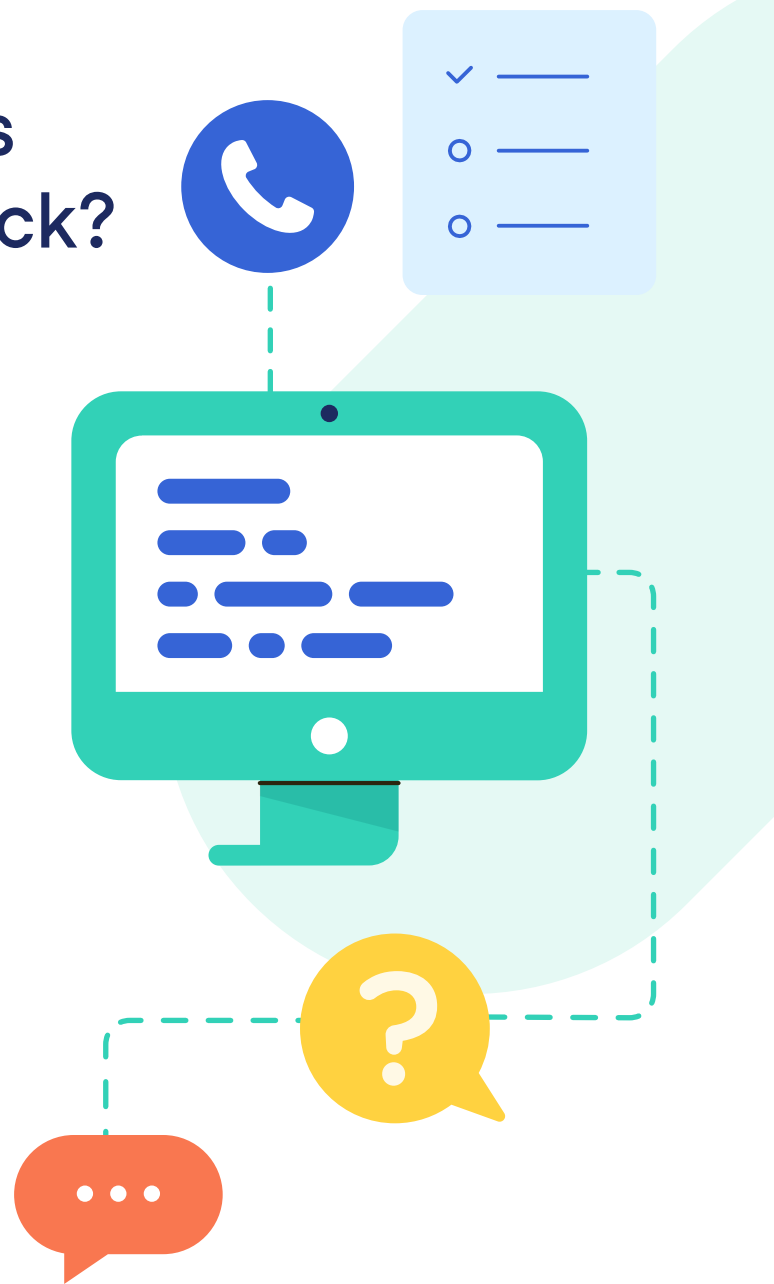


How Do You Access Unsolicited Feedback?

Your contact center is overflowing with unsolicited feedback and new insights are being recorded every day. You don't need to send another survey or place an additional burden on the customer to collect unsolicited feedback – this renewable data source already exists within your company.

All you have to do is listen.

Start by [listening with the resources](#) you already have or by [leveraging software](#) to help you listen to your customers at scale.





What Does It Look Like to Take Action on Unsolicited Feedback?

Here's an example: Many organizations have a digital self-service portal and they're hoping customers will use it. Unfortunately, that's not always the case.

Often, organizations who look at unsolicited feedback will find that most customer calls occur because the self-service portal didn't meet their needs. At this point, it becomes the contact center agent's job to quickly resolve the problem. But throughout that conversation, the customer is telling the agent:

- What they were doing on the website
- Where they had the problem
- What buttons or fields they didn't understand
- Where in the navigation they got lost
- What words were used where they couldn't figure out what the organization meant



The customer is providing a mountain of unsolicited feedback about what led them to call in the first place and they're very specific.

When an organization accumulates thousands of calls like these, they start to observe trends like:



20% of customers talked about a button on a particular screen that doesn't function all the time

40% said they were confused by a specific phrase on the website

When aggregating this data at scale, the organizations must utilize listening tools to better understand their customers. This can be executed with speech analytics, autoscoring, rules-based classifiers, and even sampling actual audio from the calls to create empathy from feedback.

Now, these insights can be shared with their UX team, who knows exactly what to fix because they have data straight from the voices of their customers.



After these changes have been implemented, they're able to confirm the problem was resolved because customers have stopped calling about that distinct issue.

You can see how this example could be translated to different problems with different departments that unlock tremendous potential across the organization.

Unsolicited feedback has the power to transform healthcare CX

- ① Recognize the obstacles outlined by your customers and how they could have been prevented without wasting valuable resources if it was resolved beforehand.
- ② Provide more information on health insurance coverage, such as key points on preexisting conditions, the claims process, and benefit verification.
- ③ Take action on customer feedback to locate and actively combat brand detractors (negative expressions) to improve sentiment scores within your call center.

Interested in leveraging the power of unsolicited feedback in your organization?

At Authenticx, we help healthcare organizations analyze and activate customer interaction data at scale to reveal transformational opportunities in customer experience.

[See Authenticx in Action →](#)

