

Voice of Customer Services



Optimize Customer Experience with Customer Data

Our Strategy

Develop or refine your customer feedback strategy with Softcrylic's proven techniques and tactics that have translated to billions in incremental revenue for Top 100 global e-commerce companies.

Net Promoter Score or Customer Satisfaction

Which one do you need?



Net Promoter Score (NPS)

Measures your customer's propensity to share your brand as a solution with potential buyers in your market. NPS is best suited for optimizing outbound marketing and branding programs.



Customer Satisfaction (CSAT)

Measures your customers' satisfaction with their digital or retail experience and predicts repeat purchase or loyalty behavior. CSAT works best for e-commerce and loyalty programs seeking to maximize repeat purchases and incremental up sales.

How does Customer Feedback work?



Deliver a short survey (1-4 questions) to customers via email, SMS, or your website.



Identify the specific parts of your experience driving declines in your Experience KPI.



Collect your customers' "Experience Score" (Net Promoter or Customer Satisfaction Score), and feedback on what you can do better.



Develop & deploy changes to enhance the experience and confirm the improvements with ongoing sentiment tracking.

How Can Softcrylic Help?

Whether you are just getting started, or seeking to improve an existing program, our voice of customer team can help you extract more value from your customer feedback data.



Survey Design

Create concise and engaging surveys that generate real customer insights, showing you what's not working for your customers, and why.



Survey Infrastructure and CMS-Analytics Integration

Softcrylic maintains the marketing technology stack for some of the world's largest companies. Leverage our expertise to integrate your VOC solution with tag management, digital analytics, or CRM systems.



VOC Impact Analysis

Softcrylic provides advanced text analytics services to distill actionable product insights from customer comments at scale. Unlock the full ROI of your customer feedback and target your product roadmap to the largest issues preventing your customers from doing business with you.

Sign Up for Free Consultation Services



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FREE CONSULTATION