

CASE STUDY: AMDOCS

# Feedback Needs to Create Action



## How Amdocs Leverages Alchemer for its Global Voice of the Customer Program

“You need to make sure that your customers know that their feedback directly impacts the people who own that relationship,” says Tzachi Ben-Sasson, Head of Global Voice of the Customer at Amdocs. Amdocs, a leading global software and services provider to large communications and media organizations, uses Alchemer to collect the feedback and make sure it gets distributed to the right people. Then the Amdocs team ties action items to each piece of feedback.

“It doesn’t matter how customer-centric you believe you are; what matters is how your customers feel,” adds Tzachi. “You must listen to improve, not to respond.” In 2021, Amdocs collected feedback from 1,669 respondents, which resulted in over 60 account improvement plans to truly take action on the feedback.

### STARTING WITH TOP-DOWN SUPPORT

For Amdocs, the key to success was making customer experience a top-down process. “It can’t be owned at the department level,” says Tzachi. “CX has to be owned, led, and truly believed in at the CEO level.” This requires CX leaders to find the direct correlation between loyalty and financials. “You need to speak the language of your executives.”

“But numbers can only tell you where the wind is blowing,” explains Tzachi. “Quotes make people take action because we all relate to them emotionally. You can empathize with a strong quote much more than a number. Think of Maya Angelou’s famous quote, ‘People will forget what you said, people will forget what you did, but people will never forget how you made them feel.’” This is how VoC ensures that the human

element is retained. “The way to measure success is through the lens of your customer.”

### DEMANDING DIFFERENT STRATEGIES

“When you’re measuring customer experience in a business-to-business company, it’s important to remember that not all voices are equal,” says Tzachi. “Unlike a B2C relationship, which is one-to-one, a B2B relationship involves multiple voices and votes.” The strategies to address a senior executive’s concerns are different from those to address a day-to-day contact’s concerns. “Senior executives are not going to respond to an online survey. You need to meet them face-to-face and listen to their feedback,” notes Tzachi. Amdocs uses Alchemer to marry the web surveys they use for scale with the face-to-face customer feedback they collect from executives.

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### THE RESULTS

- 40-60% higher response rates with Alchemer
- 30% engagement, up from 20% prior to using Alchemer
- 20% savings on Total Cost of Ownership since switching to Alchemer

### HOW IT WORKS

Amdocs uses Alchemer to conduct both online surveys and in-person interviews at each account. This includes the experts, team leads, and program managers, as well as the executives. In-person feedback is entered into the Alchemer Enterprise Feedback Platform after the meeting so that it can be combined with the online survey results. This allows Amdocs to weigh the feedback properly, respond immediately, keep the personal connection, and analyze the results in totality. VoC feedback is used to create goal sheets and action items for account management, delivery owners, R&D and additional owners.

“Thanks to Alchemer, we were able to help automate some steps in the VoC process, and to make sure that we can marry web survey data with the face-to-face metrics,” explains Tzachi. All of Amdocs’ VoC data displays in a data lake, which gives Amdocs the ability to connect robust VoC data with other enterprise data.

### WHY ALCHEMER?

“Alchemer gave us the flexibility to develop a VoC program that precisely fits our business,” explains Tzachi. “We couldn’t use a one-size-fits-all module because we were doing something different. We were trying to strengthen the human element in our customer experience program. With Alchemer, we could strengthen the human element while still collecting the metrics we need.”

### LISTENING TO IMPROVE

“We all have our blind spots,” explains Tzachi. “Any good VoC program will give you success stories and challenges. Fear of feedback is real. But wouldn’t you rather know what you have to fix?” Amdocs measures metrics across the board to assess the entire customer experience. “NPS is not a key metric for us,” explains Tzachi. “It’s more important to look across all the data sets you have to truly understand how your customers are experiencing your services and products.”

### JUST START

“It doesn’t take much to make people feel heard, liked, and part of your brand,” explains Tzachi. “You don’t need to start with a huge implementation planned out over several years. You can start small, with one customer.” This is a great way to establish some benchmarks and recommendations as you expand the program.

### ABOUT AMDOCS

Amdocs is a leading software and services provider to the world’s most successful communications and media companies. The company’s 29,000 employees around the globe unlock their customers’ innovative potential, empowering them to provide next-generation communication and media experiences for both the individual end-user and enterprise customers. Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$4.3 billion in fiscal 2021. For more information, visit Amdocs at [www.amdocs.com](http://www.amdocs.com).

**Call your account manager or 800.609.6480 to learn more.**

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