

Implementing an effective voice of the customer (VoC) program takes careful consideration and a strategic framework before you start asking your customers' for their opinion (good or bad).

Here, we identify 'step by step' the key benchmarks for implementing a successful VoC program (and how you can actually put it to good use).

Establish what business outcomes you want to achieve

Before embarking on a CX initiative it is important to clearly establish what business outcomes you want to achieve. These outcomes include –

- ✓ Reduced customer attrition
- ✓ Increased share of wallet
- ✓ Reduced cost to serve
- ✓ Increased customer acquisition, through word-of-mouth referrals of brand advocates



Simply, wanting to know what your customers think isn't, in most instances, a compelling argument for your CFO, or whoever else holds the purse strings in your organisation.

Link your outcomes to your business strategy

Having established your objective(s), determine if there is a clear and strong linkage with your business strategy. The stronger the alignment with your VoC Strategy, the more likely you are to obtain executive sponsorship and funding.

Define success measures and create a vision

Construct a simple message that will resonate with key stakeholders. Where possible, incorporate a strong linkage with key themes that have already been communicated in the business strategy. Never underestimate the importance of selling the WIFM (what's in it for me) from a strategic, operational and tactical perspective

Establish where to start

In a majority of instances, you are best off starting small, demonstrating the value and then scaling, unless there is a clear and very compelling need for everyone in your organisation to get on board quickly!

Look to high impact customer journeys

Based on the business outcomes you want to achieve, look at the customer journeys you believe have the highest level of impact. If you are unsure, start with the key moments of truth: those points in time that are critical to your customers. For example, from the perspective of an insurance company; at the end of a claim journey.

Measure and test your own hypothesis

Create a hypothesis and establish what metric you are going to use to measure and test this hypothesis. For example, continuing on from the above example, you might create and test the following hypothesis –

Benchmark and examine behaviours

Hypothesis:

Customers who are highly satisfied with the outcome of a claim will stay longer and spend more.

Metric:

The metric that you decide to use is Satisfaction.

The business outcomes you want to establish are related to length of customer relationship and customer spend.

* Note *

If you can't do this don't stress. Being able to do this is dependent on how comprehensive the data is in your CRM. Assuming you have one. If you don't, simply pick and choose the elements that you can.

Implement your survey, establish a benchmark and look at the behaviours of the various segments. For example, in the example provided below

	High Dissatisfied	Neutral	Very Satisfied
Length of customer relationship			
Customer spend			

Don't just focus on the score!

In the first instance, use the unstructured data (qualitative feedback) to look for quick wins. In most instances, quick wins will involve addressing hygiene issues.

Use feedback to drive change across the enterprise

Look for ways to incorporate customer feedback into your current operating rhythms and reporting. Ideally, you want this initiative to create a momentum of its own and for the various areas of the business to drive incremental change. To do this, you need to disseminate the feedback in meaningful ways.

Keep reworking your hypothesis

Once you have addressed the hygiene issues, determine if this has had a positive impact on your nominated metric and associated behaviours. If not, back to the drawing board. This is an iterative processes and you need to be prepared to evaluate and rework your hypothesis.



Focus on creating advocacy at key touchpoints

If you're on the right track and have addressed the hygiene look for opportunities to design service experiences at touchpoints throughout these key journeys that delight. Remember, it is important to focus on creating advocacy at moments that are perceived as important.

Scale!

If at this point in time you have nailed it, you are ready to scale it. Look for other areas in the business that you can expand this initiative to.

About Centra CX

The CentraCX platform is a real-time, proactive customer feedback management capability. First released in 2010, the platform has undergone significant enhancement and refinement to better align its application and overall functionality with the diverse and sophisticated needs of the corporate market, both within Australia and internationally.

Centra CX is a scalable, cloud-based tool crafted to empower front line customer experience analysis, insights and innovation using actionable feedback. The platform's features span all customer feedback channels (IVR, Email, Web intercept and SMS) and its simple, cost-effective pricing model, offers corporates ready access to valuable insights, irrespective of their size or available budget.

Want to know more?

We'd love to talk to you about your VoC program

Email us directly or call:

Max Lipovetsky

(+61) 438 003 655

max.lipovetsky@centra.cx