

DISCUSSION GUIDE: BUILDING A STRONG VOICE OF THE CUSTOMER PROGRAM

Overview: Voice of the customer (VoC) programs are a critical foundation for many CX programs. Use this tool to spark a discussion with a group of people about Temkin Group’s model for creating a strong VoC program, called “the Six D’s.” Prior to the discussion, the group will watch a three-and-a-half-minute video.

**ONLINE RESOURCE:**

Temkin Group video: “Building a Strong Voice of the Customer Program”

DIRECTIONS FOR USING THIS TOOL**1) SET UP THE DISCUSSION**

Introduce the video by saying that Temkin Group has identified best practices for making VoC Programs more action-oriented. To begin building a successful closed-loop VoC program, organizations must focus on the Six D’s: *Detect, Disseminate, Diagnose, Discuss, Design, and Deploy*.

2) WATCH THE VIDEO

Have the group watch the three-and-a-half-minute video.

3) LEAD THE DISCUSSION

After showing the video, go around the group and ask people to respond briefly to this question:

- *Generally speaking, how effective is our VoC program at driving meaningful actions across our organization?*

Now shift the discussion to what this means for the organization. Capture answers on a flipchart or whiteboard. Have the group discuss:

- *Which of the Six D’s – Detect, Disseminate, Diagnose, Discuss, Design, and Deploy – are we not spending enough time and effort on?*
- *Which should we focus on to most effectively help our organization take action on the data we collect? What can we do over the next 30-60 days to improve?*

4) CLOSE THE DISCUSSION

After the discussion, go around the group and ask people to respond briefly to this question:

- *What is your key take-away from this discussion and what will you do differently as a result?*

After the session, send a follow-up email with the discussion notes. When possible, tie their ideas to existing initiatives and plans and outline additional next steps for you and the group.