

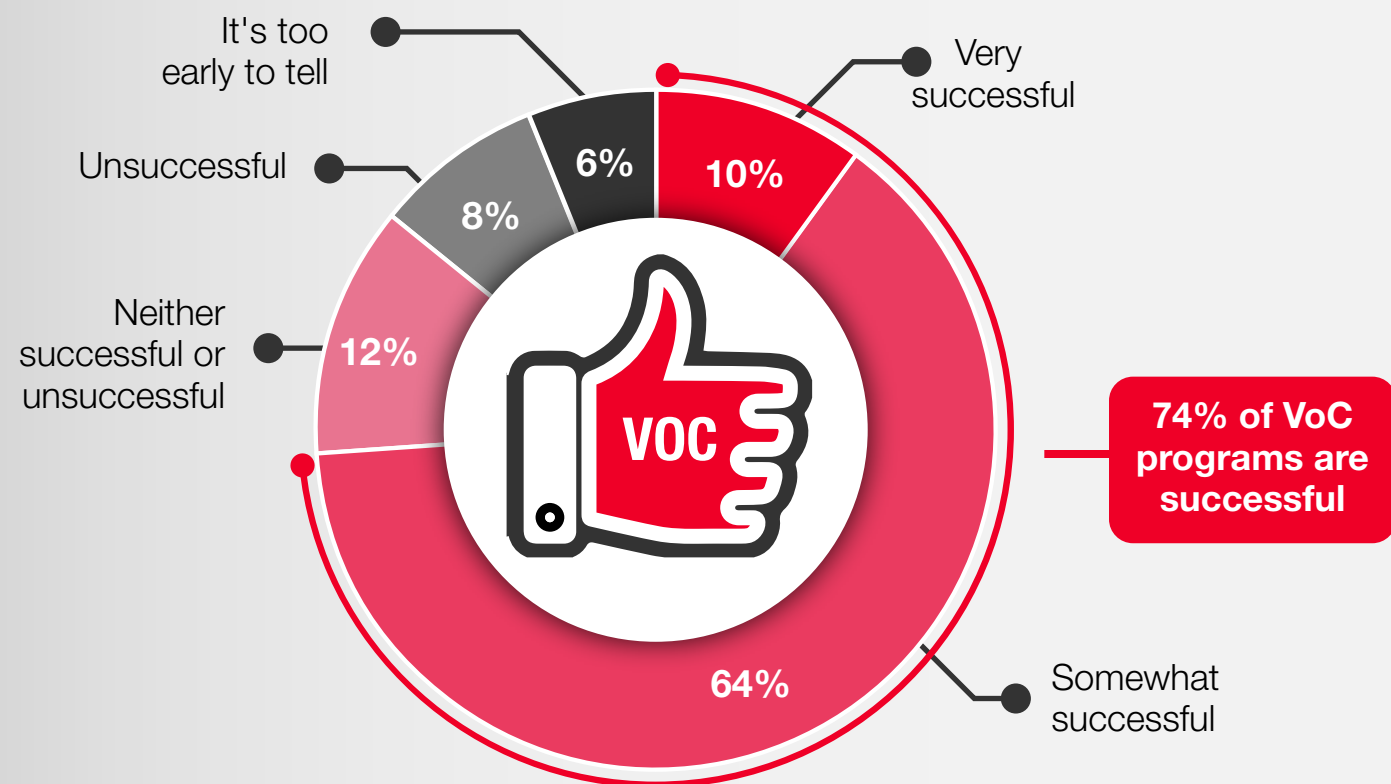
# BUILDING A STRONG VOICE OF THE CUSTOMER PROGRAM



VOICE OF THE CUSTOMER (VOC) PROGRAMS ARE OFTEN A CRITICAL COMPONENT TO AN ORGANIZATION'S CUSTOMER EXPERIENCE SUCCESS.

## VoC Programs Deliver Solid Results

How large companies rate the results from their VoC programs.



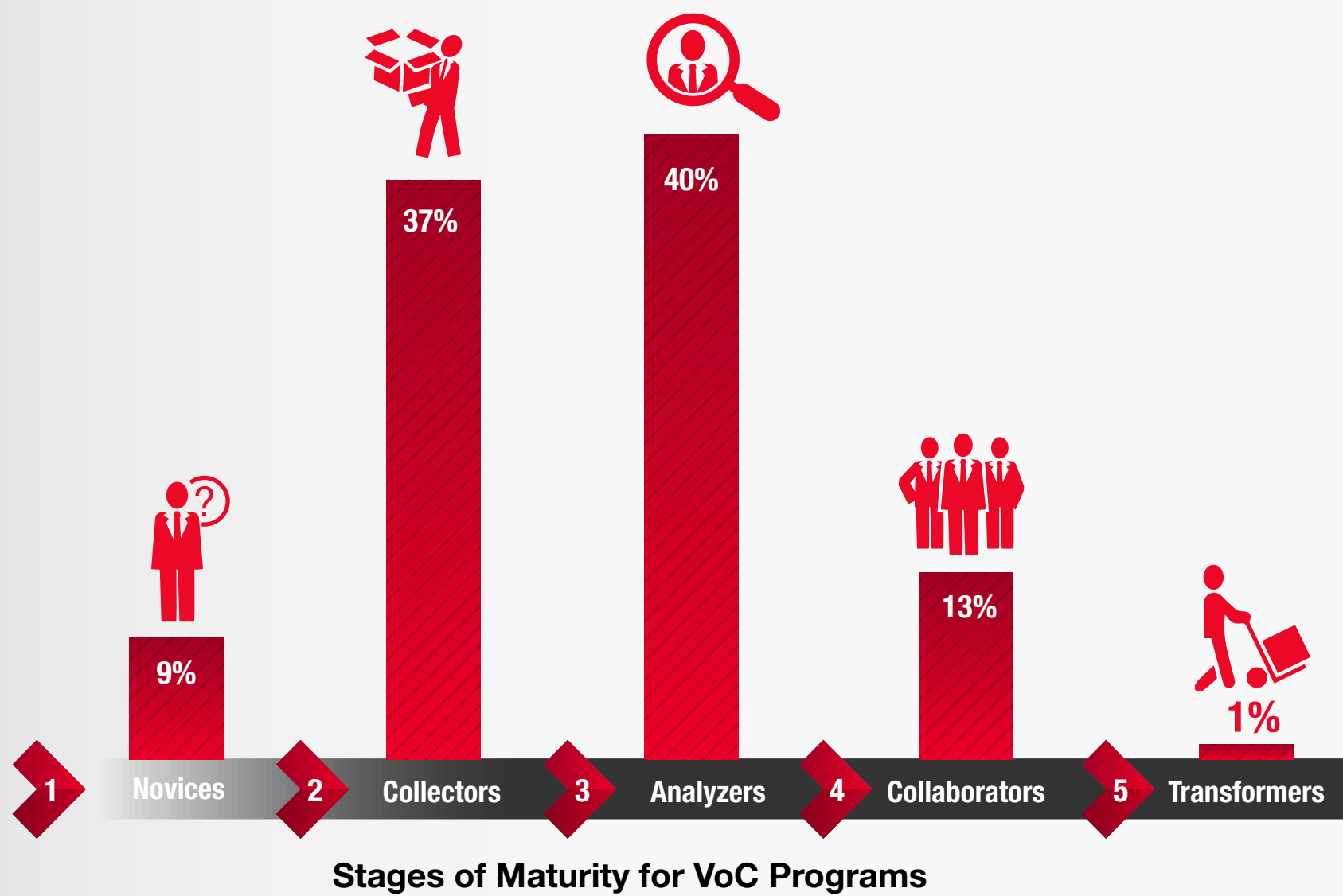
## Companies Are Better At Soliciting Feedback Than Using It

Large companies that say they are good at these VoC activities:



## Most Companies Have Immature VoC Programs

Results from large companies that completed *VoC Competency & Maturity Assessment*.



## For A Strong VoC Program, Master Six Competencies

To create a leading-edge VoC program, companies must master what Temkin Group calls the "Six Ds" of a closed-loop VoC program:



## Six Trends Reshaping Future VoC Programs

Looking ahead, companies will need to adjust their customer insights efforts in the following areas to reflect changes in technology and to take advantage of emerging best practices.

### DEEP EMPATHY, NOT STACKS OF METRICS

Tap into more qualitative methods to uncover richer insights.



### USEFUL PRESCRIPTIONS, NOT PAST DESCRIPTIONS

Optimize helping the company make decisions to improve the business.



### CONTINUOUS INSIGHTS, NOT PERIODIC STUDIES

Continuously educate the company about problems and opportunities.



### ENTERPRISE INTELLIGENCE, NOT CUSTOMER FEEDBACK

Combine customer feedback with insight sources across the company.



### CUSTOMER JOURNEYS, NOT ISOLATED INTERACTIONS

Analyze and frame findings in the context of customers' goals and their paths to achieving these goals.



### MOBILE FIRST, NOT MOBILE RESPONSIVE

Adapt VoC programs to capitalize on the fact that most customers have digital mobile devices.



### Sources:

Temkin Group Insight Reports: *The State of VoC Programs, 2017* (includes a survey of 169 large companies) and *Renovating Your Voice of the Customer Program*