

Voice of the Customer Strategy Framework (VoC)

One of the best ways to market to existing customers is to understand who your customers are and get feedback directly from the source.

Voice of the Customer (VoC) is a research method that's used to collect this feedback. Implementing a VoC strategy can help you monitor and keep up to date with how your customers feel about your business, products and services, and support.

You can use the framework below to help cover the basics and inform your processes to improve the overall customer experience.

Title:

Date:

Duration:

Status:

1. Define

Objectives:

Success criteria:

- Identify key business issues you need to address. These can be things like increasing revenue, decreasing operational costs, and driving culture change.
- This program needs to be able to influence key business goals and KPIs from the outset. This reduces the risk of your strategy suffering from the silo effect.

Customer journey:

- Map out the customer journey from the customer perspective to ensure you are identifying the right touchpoints to focus on. These should be the touchpoints that make the most impact on customer experience.
- Start small with just one to two touchpoints to ensure you are prioritizing correctly.

2. Design

Point of contact:

- Decide what channels your customers find most engaging. This can be done online, by telephone, by paper, by email, or others.

Feedback type:

- Decide the best types of questions to ask, based on the objectives you've set out. Consider asking for both relationship surveys, which analyze the health of the ongoing customer-business relationship, and transactional surveys, which analyze processes and user interface.
- In an ideal scenario, you would formulate a survey or series of surveys that link these two parts together.

Reporting channels:

- Identify which reporting channels work best for this type of information and for your company. Make sure the cross-departmental relationship is collaborative when providing this data.
- Remember to bring in key stakeholders from all across the company, not just customer-facing ones. Customer experience

	<p>is impacted by the whole chain including sales, operations, finance, and marketing.</p>
3. Listen	<p>Optimize feedback collection:</p> <ul style="list-style-type: none">• Take advantage of all connection channels with your customers, as the higher the response rate, the deeper the insight you'll get.• This solution should be secure and highly scalable, and generate live reports to give stakeholders insights as the feedback is still coming in.• Apply this data and combine it with as much data as you can get from other areas of your organization. These will be things like Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM), financial systems, employee feedback systems, and competitor data.
4. Analyze	<p>Analyze collected data:</p> <ul style="list-style-type: none">• Assess and analyze the data collected in order to identify both current issues and new opportunities within your current VoC and customer-facing processes.• Be sure to build your reports on this data with the audience in mind. Create dashboards for managers of the different departments involved.• Use more than just quantitative data. Analyze text, videos, focus groups, and interviews to bring your VoC strategy to life.• Celebrate the results with your team, share positive feedback, and use negative feedback to construct improvements.

5. Act	Take steps to realize actionable results: <ul style="list-style-type: none">• Tactical actions will be things like setting up alerts to negative customer feedback or underperforming content. That way, you're alerted to problems immediately, which you can then begin to solve without having to 'find' them when doing large data collection.• Strategic action will be implemented when regularly occurring problems have been identified. These actions will be implemented to address the root cause of the problem.• This includes redesigning a key touchpoint, adjusting customer service scripts, and improving the user interface.
6. Measure	Set up reminders to evaluate the actions taken: <ul style="list-style-type: none">• Don't forget to consistently measure the progress of these changes. Solving these issues is not always a one-and-done task, and frequent assessments should be made to ensure new pain points are not occurring.
7. Review	Review your overall strategy regularly: <ul style="list-style-type: none">• Your VoC program needs to evolve and change with your organization. This means revisiting your goals to make sure they still align with your company's progress and values.• Use a cross-functional team of experts to conduct this examination. That way you can seek continuous improvement that will benefit your whole organization, and allow you to seamlessly refocus on new issues as they arise.