

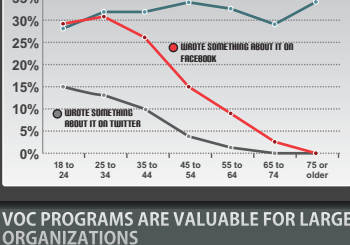
CAPITALIZING ON THE VOICE OF THE CUSTOMER (VOC)

CUSTOMERS TALK ABOUT THEIR EXPERIENCES

How U.S. Consumers Share Their Bad Experiences:



How Different Ages of Consumers Share Their Bad Experiences

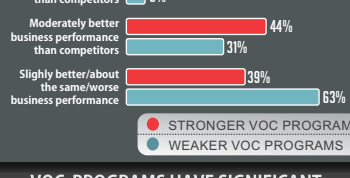


VOC PROGRAMS ARE VALUABLE FOR LARGE ORGANIZATIONS

How Do Large Companies Rate The Success of Their VoC Programs?

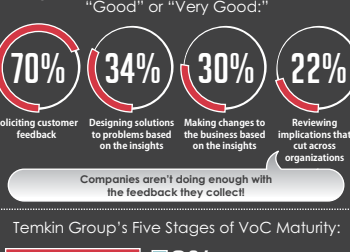


Companies With Strong VoC Programs Have Better Overall Business Performance:

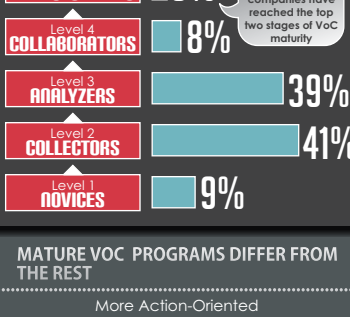


VOC PROGRAMS HAVE SIGNIFICANT OPPORTUNITIES FOR IMPROVEMENT

Large Companies That Rate These Efforts as "Good" or "Very Good:"



Temkin Group's Five Stages of VoC Maturity:

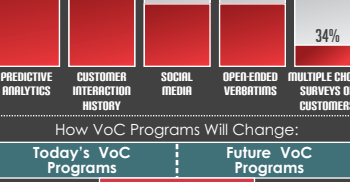


MATURE VOC PROGRAMS DIFFER FROM THE REST

	More Mature VoC Programs	Less Mature VoC Programs
More Action-Oriented		
Regularly use VoC insights to...		
Respond quickly to severe problems	92%	63%
Fuel a CX continuous improvement process	72%	30%
More Involved Executives		
Senior executives...		
Regularly review feedback data and scores	71%	32%
Use VoC insights to guide their own decisions	47%	13%
More Analytics		
Currently using...		
Text mining/ analytics	84%	72%
Predictive analytics	81%	67%

VOC BEST PRACTICES ARE CHANGING

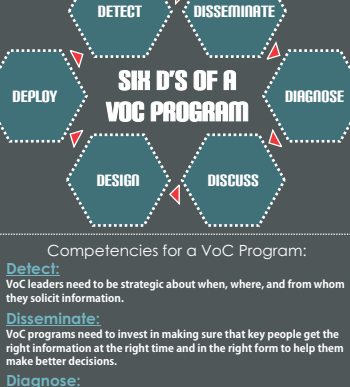
Companies that think these sources of customer insights will be more important in three years:



How VoC Programs Will Change:



Companies Must Master the 6 D's of a VoC Program



Competencies for a VoC Program:

- Detect:** VoC leaders need to be strategic about when, where, and from whom they solicit information.
- Disseminate:** VoC programs need to invest in making sure that key people get the right information at the right time and in the right form to help them make better decisions.
- Diagnose:** VoC programs need to develop processes for uncovering the insights and testing hypothesis.
- Discuss:** Firms need to put in place cross-functional forums to regularly discuss insights since many issues can cut across organizational silos.
- Design:** Firms need to follow user-centric approaches for identifying changes that will improve the customer experience.
- Deploy:** Organizations must allot resources and prepare for making ongoing changes uncovered through their VoC programs.

Sources (Temkin Group research): State of Voice of the Customer Programs, 2014; What Happens After a Good or Bad Experience, 2014; Text Analytics Reshapes VoC Programs

For more information, visit the Customer Experience Matters® blog at ExperienceMatters.wordpress.com