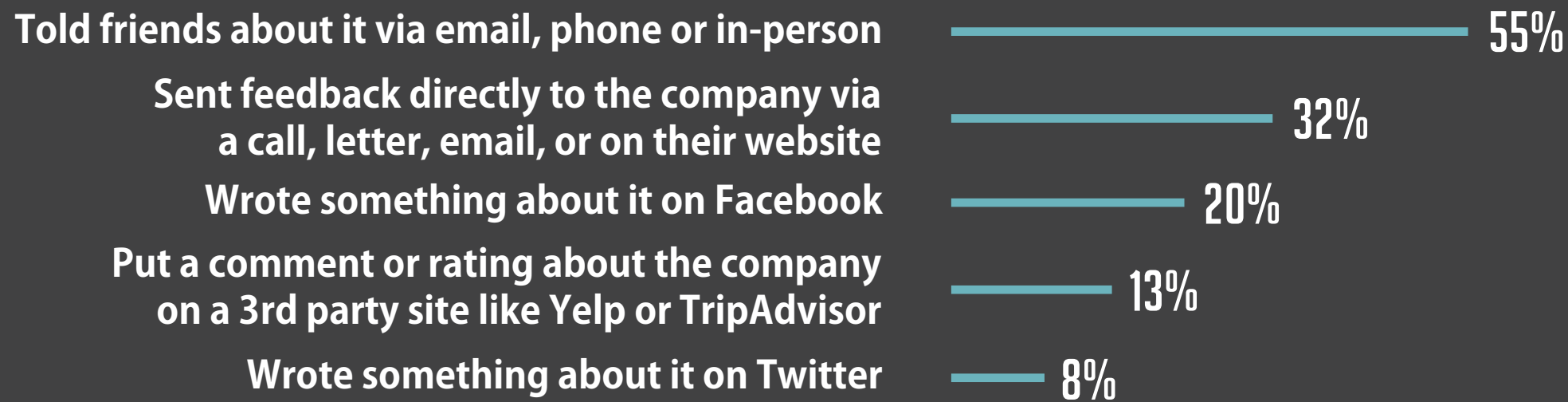


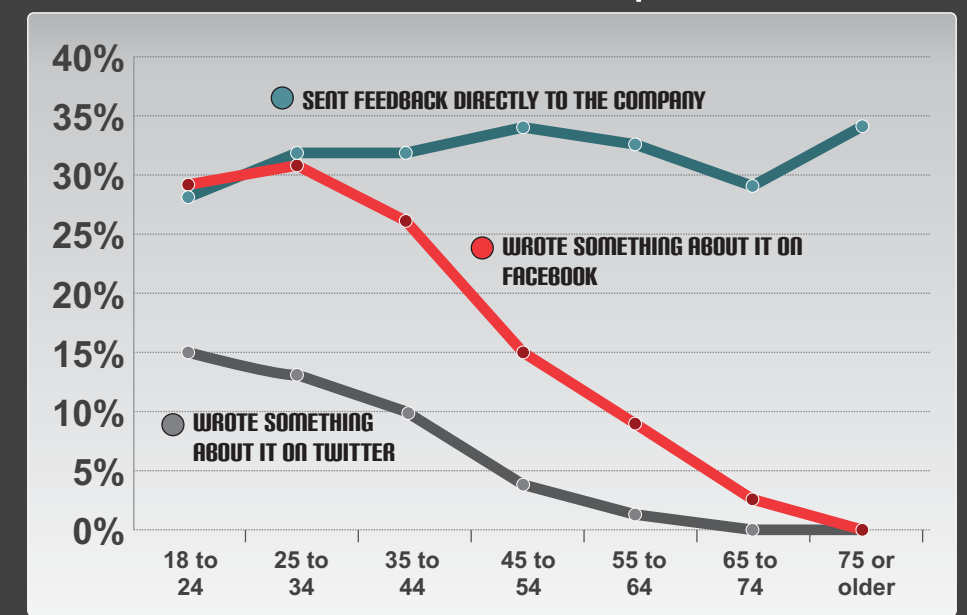
CAPITALIZING ON THE VOICE OF THE CUSTOMER (VOC)

CUSTOMERS TALK ABOUT THEIR EXPERIENCES

How U.S Consumers Share Their Bad Experiences:



How Different Ages of Consumers Share Their Bad Experiences

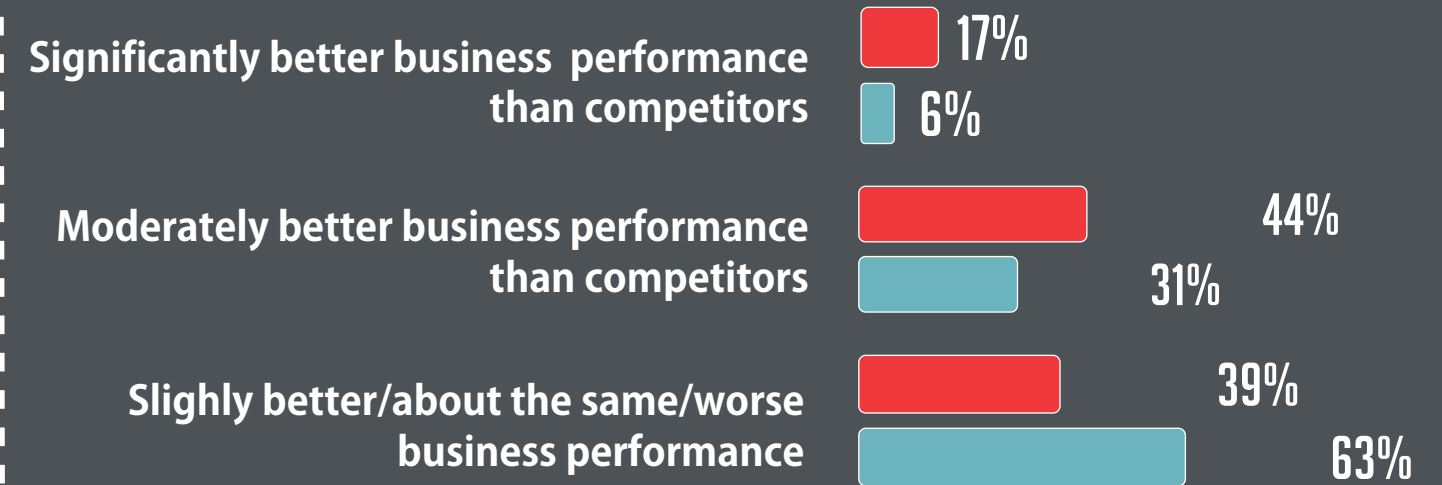


VOC PROGRAMS ARE VALUABLE FOR LARGE ORGANIZATIONS

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

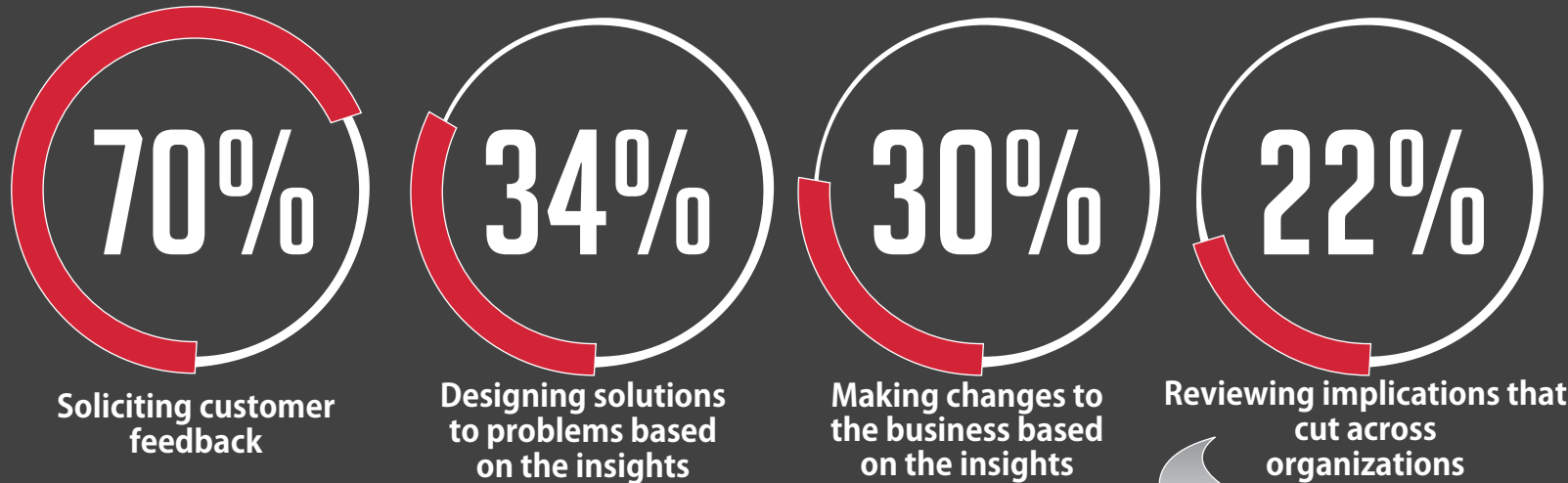


Companies With Strong VoC Programs Have Better Overall Business Performance:



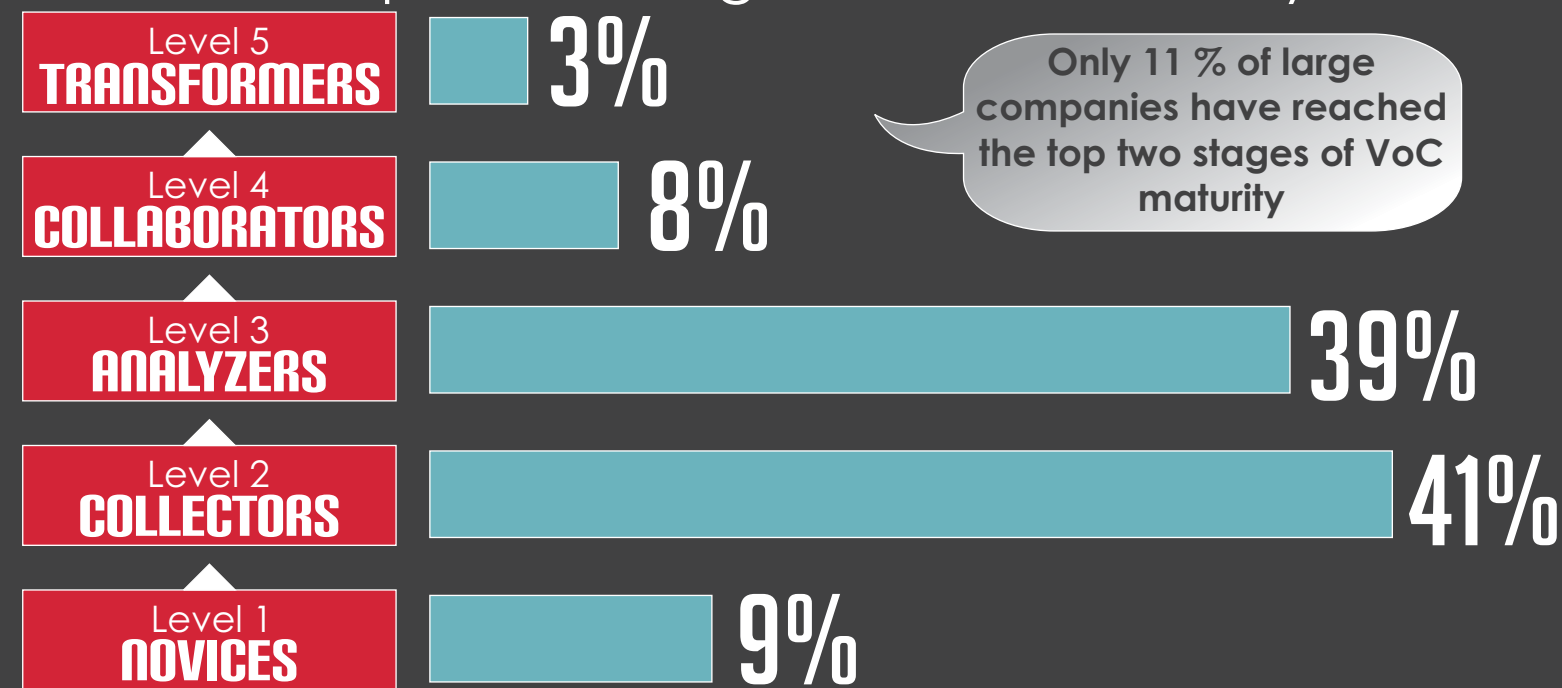
VOC PROGRAMS HAVE SIGNIFICANT OPPORTUNITIES FOR IMPROVEMENT

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



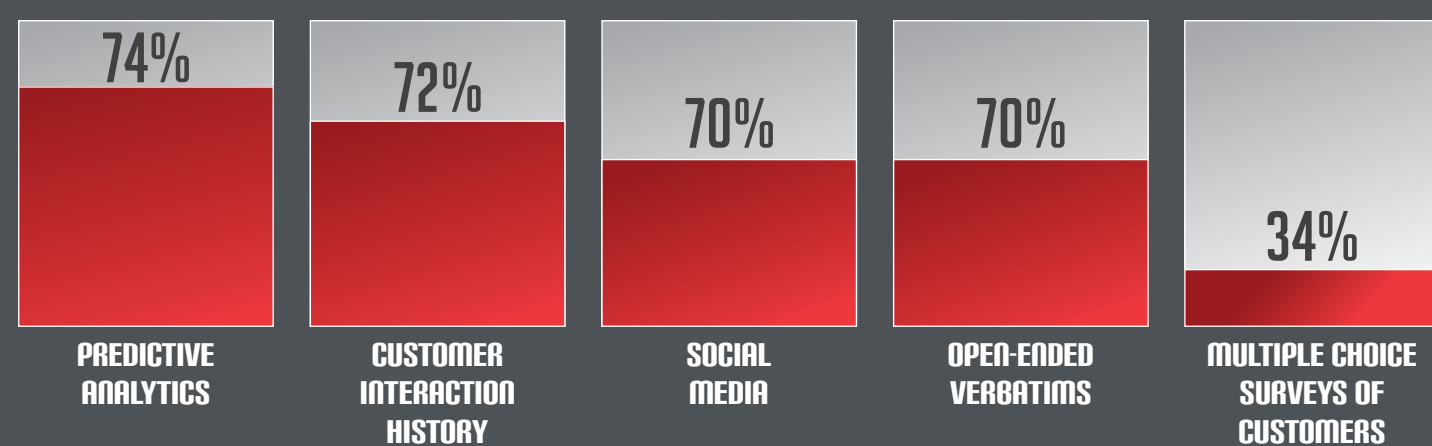
Companies aren't doing enough with the feedback they collect!

Temkin Group's Five Stages of VoC Maturity:



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:

Today's VoC Programs	Future VoC Programs
Obtaining a score to measure the experience	VoC program focus
Mostly surveys	Feedback sources
Survey responses	Focus of analysis
Detailed multiple-choice questions	Survey Design
Reactive, based on what happened	Action Items
	Uncovering insights to improve the experience
	Integration of survey, operational, and CRM data
	Drivers of loyalty (and disloyalty) across data sources
	Targeted open-ended questions
	Proactive, based on anticipating what will happen

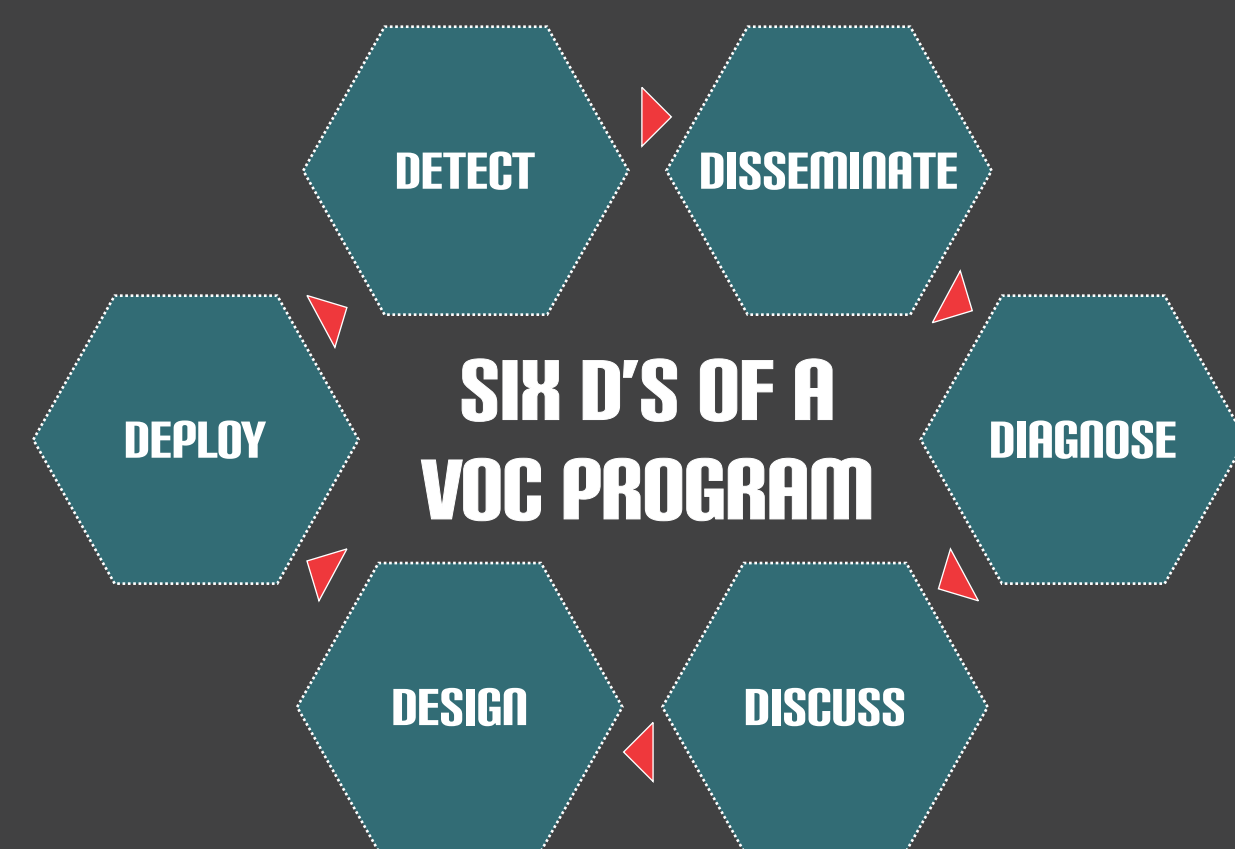
MATURE VOC PROGRAMS DIFFER FROM THE REST

Regularly use VoC insights to...	More Mature VoC Programs	Less Mature VoC Programs
Respond quickly to severe problems	92%	63%
Fuel a CX continuous improvement process	72%	30%

Senior Executives...	More Mature VoC Programs	Less Mature VoC Programs
Regularly review feedback data and scores	71%	32%
Use VoC insights to guide their own decisions	47%	13%

Currently Using	More Mature VoC Programs	Less Mature VoC Programs
Text mining/ analytics	84%	72%
Predictive analytics	81%	67%

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



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

www.temkingroup.com

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