CAPITALIZING ON THE VOICE OF THE CUSTOMER (VOC)

CUSTOMERS TALK ABOUT THEIR EXPERIENCES

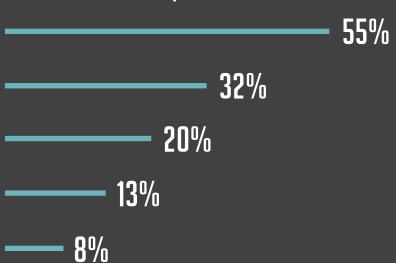
How U.S Consumers Share Their Bad Experiences:

Told friends about it via email, phone or in-person

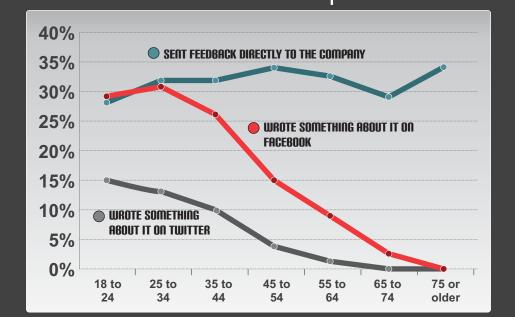
Sent feedback directly to the company via a call, letter, email, or on their website Wrote something about it on Facebook

Put a comment or rating about the company on a 3rd party site like Yelp or TripAdvisor

Wrote something about it on Twitter



How Different Ages of Consumers Share Their Bad Experiences



Only 11 % of large

companies have reached the top two stages of VoC

maturity

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: Significantly better business performance 6% than competitors 44% Moderately better business performance than competitors 31% 39% Slighly better/about the same/worse business performance 63%

VOC PROGRAMS HAVE SIGNIFICANT OPPORTUNITIES FOR IMPROVEMENT

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



feedback

34% **Designing solutions**

to problems based

on the insights

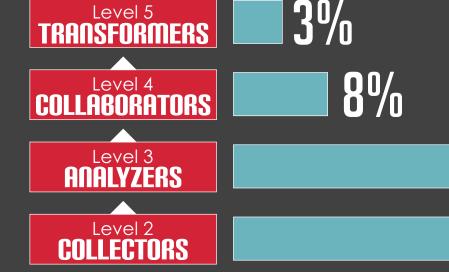
30%

on the insights

Making changes to **Reviewing implications that** the business based cut across organizations

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

Temkin Group's Five Stages of VoC Maturity:

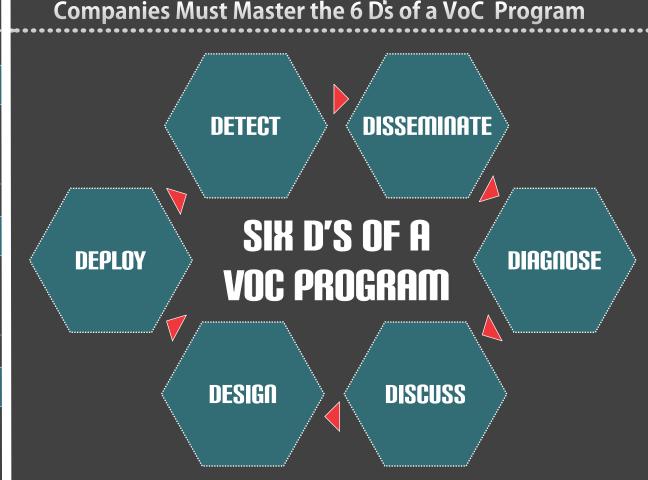


Level 1 **NOVICES**

VOC BEST PRACTICES ARE CHANGING Companies that think these sources of customer insights will be more important in three years: 74% **72**% **70**% 70% 34% **PREDICTIVE** CUSTOMER SOCIAL OPEN-ENDED **MULTIPLE CHOICE ANALYTICS MEDIA** INTERACTION **VERBATIMS SURVEYS OF CUSTOMERS** HISTORY

1	How voc Programs Will Change:				
	Today's VoC Programs		Future VoC Programs		
	Obtaining a score to measure the experience	VoC prog	ram focus	Uncovering insights to improve the experience	
	Mostly surveys	Feedbac	k sources	Integration of survey, operational, and CRM data	
	Survey responses	Focus of	analysis	Drivers of loyalty (and disloyalty) across data sources	
	Detailed multiple-choice questions	Survey	Design	Targeted open-ended questions	
	Reactive, based on what happened	Action		Proactive, based on anticipating what will happen	
	Companies Must Master the 6 D's of a VoC Program				

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%				



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

