

Knowledge of Voice of the Customer, Customer Insight, and Understanding

Definition, Importance, Questions

Agenda



What is VOC?

- Basic definition
- Components
- Importance of
- Key terms



VOC programs

- Where to start?
- What to measure?
- Where to measure?
- Measurement tools
- Communication



Questions

- Review questions from test



Discussion

- Anything else?

WHAT DOES VOC MEAN?

Voice of the Customer (VoC) is a term that describes your customer's feedback about their experiences with and expectations for your products or services.

VOC focuses on:

- customer needs
- expectations
- understandings
- product improvement.

Commonly referred to as:

- VOC listening program
- Always on customer feedback
- Customer Pulse
- Customer feedback program
- Closed loop feedback program

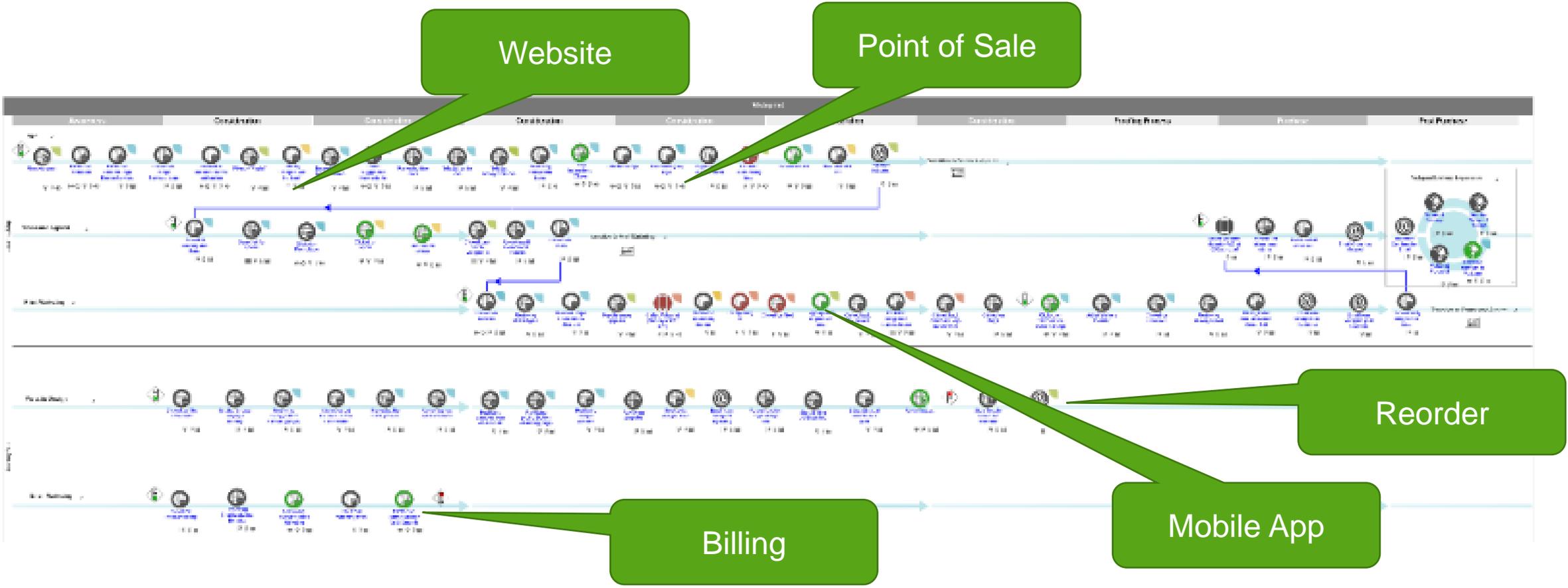
VOC is important because it helps in understanding:

- 1) What customers want
- 2) What they are saying about your company/product
- 3) Reveals emerging issues that may impact the business



Qualtrics <https://www.qualtrics.com/experience-management/customer/what-is-voice-of-customer/>

VOC LISTENING PROGRAM – JOURNEY MAPPING



Establish an “Always On” approach to collecting customer feedback – through the journey across a variety of touchpoints.

KEY TERMS AND COMPONENTS OF VOC PROGRAMS

- **Journey Map:** First step in understanding customers' experiences with a company
- **Focus groups:** a qualitative research method, can be useful for diving deeper on a touch point/topic
- **1:1 interview:** a qualitative research method, helpful in journey mapping and persona development
- **Customer diaries:** a qualitative research method, helpful in journey mapping and persona development
- **Surveys:** primary building blocks of VOC data and programs, can have both quant and qual
- **Transactional feedback:** collected at specific touch points where the customer is in direct contact with the company
- **Relationship feedback:** collected at specific points in time from customers independent of whether they interacted with the company directly
- **Closed loop feedback:** When customer feedback is analyzed for root cause, customer issues are resolved, and the learnings are then brought back to the team for process improvements and training to improve future CX
- **Cross functional collaboration and communication:** Necessary for the success of VOC programs. Other Biz Units are the consumers of the VOC data and implement changes that impact CX
- **Ethnography:** observing customers in their natural environment

TEST QUESTIONS TO REVIEW

1. Which of the following is defined as how accurate an instrument or survey is at measuring what it is trying to measure?

- a. Reliability
- b. Validity
- c. Integrity
- d. Loyalty

2. Which of the following is defined as the degree to which a research instrument or survey produces consistent results?

- a. Reliability
- b. Validity
- c. Insight
- d. Actuality

TEST QUESTIONS TO REVIEW

3. Which of the following is an "always on" mechanism providing all customers the opportunity to share their compliments, complaints, and comments about their experiences?

- a. Performance analysis
- b. Active Listening
- c. Collective feedback
- d. Pulse monitoring

4. The results of a qualitative user experience management system will ultimately improve all of the following facets of a business EXCEPT:

- a. Improved internal process
- b. More efficient operations
- c. Better business relationships
- d. Improved competition awareness

5. Which of the following BEST defines "customer value"?

- a. A company meeting customer needs more effectively than the market was meeting those needs before
- b. A deep understanding of a customer's needs and behaviors
- c. An entity or individual in the market who participates directly or indirectly in the production or delivery of a product or service along the value chain
- d. The difference between the degree to which the market meets customer needs today and what the market would provide to customers if it were completely meeting those needs.

TEST QUESTIONS TO REVIEW

6. Which of the following customer feedback levels is taken to a managerial level whereby feedback is disseminated throughout the company?
- a. Aggregate customer level
 - b. Enterprise level
 - c. Individual customer level
 - d. Organizational level
7. In an interaction, oftentimes the best way to make a customer happier is to do which of the following?
- a. Ignore the customer until they seek assistance
 - b. Allow a customer to aimlessly explore
 - c. Spend as much time as possible with a customer
 - d. Intervene temporarily to help them focus
8. According to an experiment performed by psychologist Daniel Kahneman and his associates, which of the following is the rule that determines the relationship between the way humans perceive a situation while it is happening versus how they recall it?
- a. End-Result Rule
 - b. End-to-End Rule
 - c. Real-Recall Rule
 - d. Peak-End Rule

TEST QUESTIONS TO REVIEW

9. Which of the following best defines a pain point experienced by a customer?
- a. A fear when using a product or service of a company
 - b. The negative comment shared by a customer using a product or service of a company
 - c. A customer's worry or desire related to a product or service of a company
 - d. Overall customer's experience with a product or service of a company
10. The central facets of a Voice of the Customer program from a customer's perspective include all the following EXCEPT:
- a. Availability
 - b. Anonymity
 - c. Accountability
 - d. Responsiveness

ANSWERS

- 1. Which of the following is defined as how accurate an instrument or survey is at measuring what it is trying to measure? Answer: Validity
- 2. Which of the following is defined as the degree to which a research instrument or survey produces consistent results? Answer: Reliability
- 3. Which of the following is an "always on" mechanism providing all customers the opportunity to share their compliments, complaints, and comments about their experiences? Answer: Active Listening
- 4. The results of a qualitative user experience management system will ultimately improve all of the following facets of a business EXCEPT: Answer: Improved competition awareness
- 5. Which of the following BEST defines "customer value"? Answer: A company meeting customer needs more effectively than the market was meeting those needs before

ANSWERS PAGE 2

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- 9. Which of the following best defines a pain point experienced by a customer? Answer: A fear when using a product or service of a company
- 10. The central facets of a Voice of the Customer program from a customer's perspective include all the following EXCEPT: Answer: Accountability

QUESTIONS/DISCUSSION

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SUGGESTED READING/LISTENING

1. Writing Ethnographic Fieldnotes by Robert M. Emerson, Rachel I Fretz, and Linda L. Shaw
2. Outside In by Harley Manning and Kerry Bodine
3. Podcast: The Intuitive Customer
4. Podcast: The CX Cast
5. Podcast: The CX Leader
6. Dare to Lead by Brene Brown
7. View: Qualtrics MasterSessions- Season 2: Customer Experience from Theory to Practice
8. "The Power of Moments" by Chip and Dan Heath
9. <https://www.amazon.com/CCXP-Exam-Preparation-Facts-Giving/dp/1520922817>
10. <https://www.nbrii.com/our-process/validity/#:~:text=Validity%20is%20important%20because%20it,what%20it%20claims%20to%20measure>
11. <https://www.qualtrics.com/work-different/>
12. Michael Bartlett's site (<https://www.ccxpexamsimulator.com/>) to be very helpful. It also analyzed your test score results and provided resources for further study.
13. Podcast link: <https://cxleaderpodcast.com/>