Voice of the Customer
Modern Approaches to Delivering Real Insights

Not too long ago, listening to the voice of the customer (VOC) entailed gathering comment cards, feedback letters, phone transcripts, and customer emails—all with the intent of developing a qualitative way to address customer concerns and trending issues within an organization.

This process, while broad in data sources, often lacked the measurable results companies needed to capture the voice of their customers. Today, businesses are moving beyond these cumbersome practices and embracing sharper VOC tools to quantitatively measure and analyze customer sentiment.

POST-INTERACTION SURVEYS
One dynamic VOC approach in the market today is post-interaction surveys. These could be sent after a customer contacts your support team or following an in-home service visit, for example.

Post-interaction surveys can provide insight into emerging issues before they spread to other customers or are shared via social media or word-of-mouth—and they can also help identify your at-risk customers. Additionally, these surveys offer insight into the potential need for changes within your organization, updates to existing services, or ways to improve agent interactions.

Once the surveys are completed, the next step is to measure this information against key metrics to produce results. Which standardized metrics should you measure? Here are a few examples.

- Net Promoter Score measures overall customer experience, which can be used to predict loyalty.
- Customer effort score measures the level of effort your customers expend while interacting with your company, which can help you design easier interactions with your customers.
- Customer satisfaction measures overall satisfaction with your products or services, which can help you update or prioritize your roadmap and customer communications.

These tools are easy to implement across multiple channels and keep track of over time, and they make it quick and simple for customers to respond.

BEST PRACTICES
Here are four best practices for building a successful outbound survey program.

1. Plan Properly
Start by defining the scope of your survey program, including the audience, timing, and distribution, as well as how data will be collected and analyzed. Collect data as benchmarks and set goals for where you want to be. Identify which metrics are important, and create real-time analytics dashboards. Determine the precise timing for post-interaction surveys—one day after an in-home installation or immediately after a customer contacts your support team are ideal times.

2. Use Multiple Channels to Capture Feedback
Outbound customer surveys can be conducted via the communication channels your consumers prefer: voice, text, email, mobile, and web. Sending survey requests over multiple channels will increase the overall number of responses you receive.

3. Close the Loop with Customers
Create a formal process to follow up with customers after they provide feedback. For example, an agent can proactively contact unhappy customers to resolve their issues and improve loyalty. Leveraging analytics dashboards and integrating your outbound dialer with marketing automation and CRM systems can easily close the feedback loop.

4. Analyze, Inform, and Improve
Use analytics to classify responses, categorize feedback, identify areas to improve processes, and optimize your workforce. Collect trends and outliers. Then analyze and validate the data to prioritize corrections and take action with people, processes, and technology to solve customer issues and influence internal changes. Make survey feedback actionable across

the company, from the C-suite to the front lines. Communicate regularly across your organization to ensure your actions generate a positive impact.

CONCLUSION
Understanding the voice of the customer is a vital part of any company's outbound communication strategy. By implementing a formal outbound survey program that measures satisfaction after interactions, you can dynamically collect, manage, and respond to customer feedback. And remember: VOC surveys are not a one-time event but an ongoing process of listening to your customers and adjusting based on their insights.

With these best practices, you'll not only earn long-term loyalty and repeat business, you'll set your company apart from the competition and stay on track for success.

Want to learn more? To discover how Genesys can help you maximize the effectiveness of your outbound survey program and deepen customer loyalty, check out the on-demand recording of the webinar, "Listen, Act, and Build Loyalty: Best Practices for Outbound Customer Survey Programs" or read our analyst white paper, "Ovum—How Mobile Improves Outbound Engagement and Customer Experience."