

# Getting the best out of the voice of the customer

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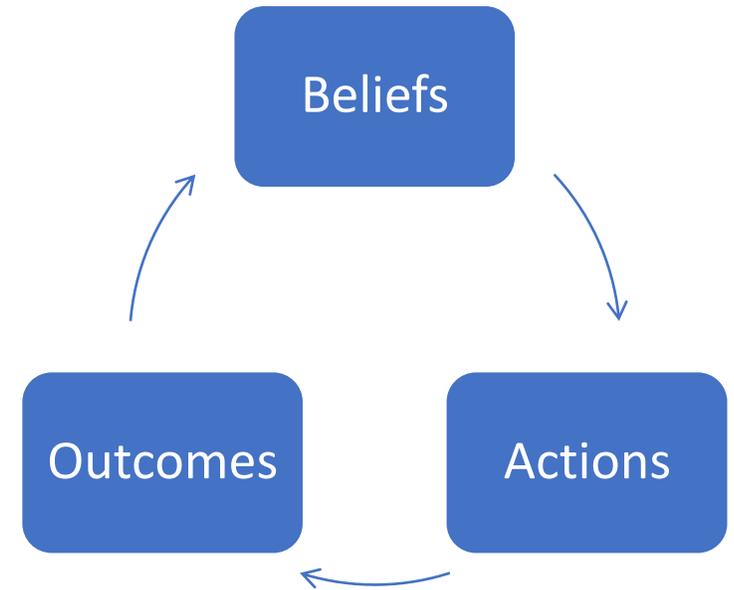
# What are we in business for?

1. To treat customers well
2. To make money
3. To do something so remarkably that customers queue up to buy from us today and in the future and rave about us to their friends



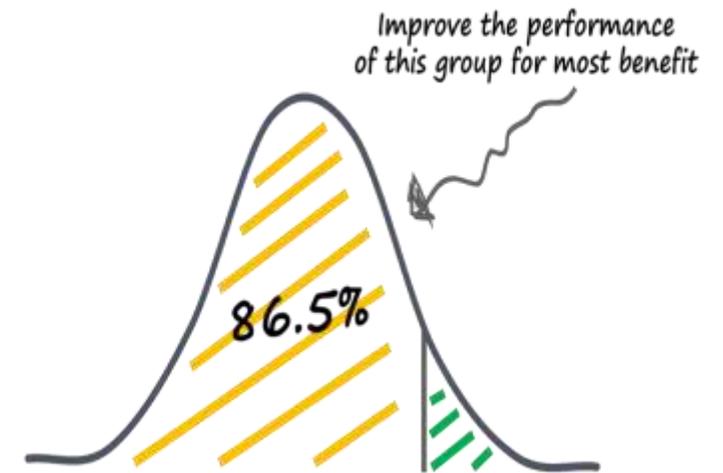
# Words we use:

- ‘Customer service’ or ‘customer experience’?
- ‘Customer surveys’ or ‘customer feedback’?
- ‘Listening to check what we’re doing’ or ‘listening as key to turbocharge our business future’?
- ‘A call centre is a cost centre’ or ‘a call centre is an investment in reputation, loyalty, referrals and future sales’?



# Easy to say ... how to do it?

- If you listen to a voice it's vital that you act on what you hear!
- Customers have apathy and feedback/survey overload
- Low response rates: you miss the silent majority: these are the key people who could help you if you empowered them to (otherwise all you hear and react to are the extremely good / extremely bad)
- **Suggestion:** Take the path less travelled: use this as a key business driver



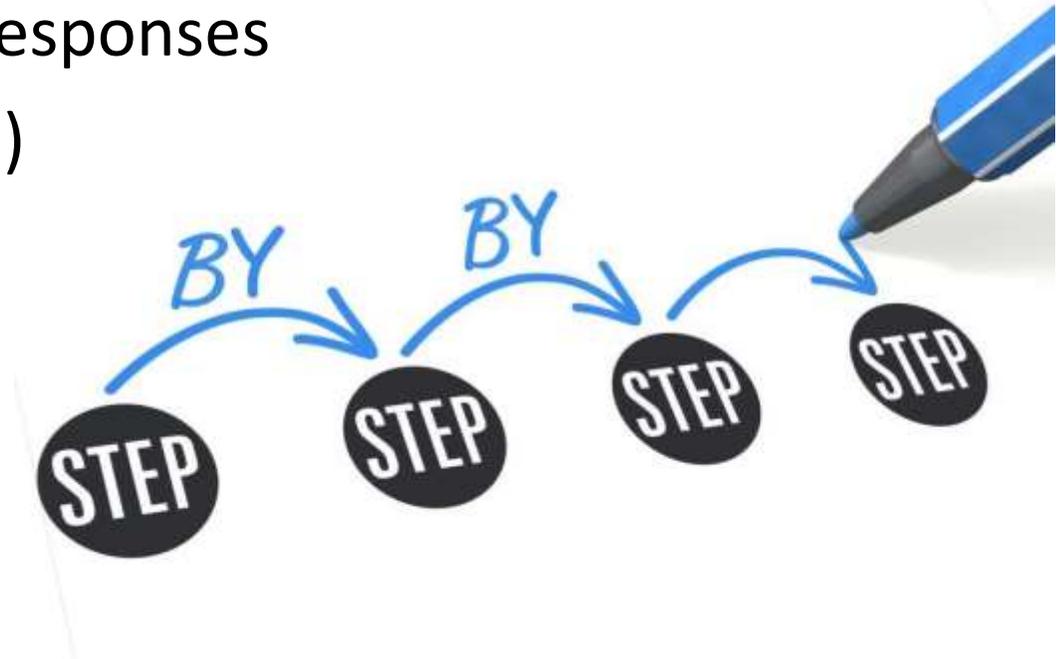
# The #1 long term purpose of listening to the customer is?

1. To fix a problem
2. To be well thought of
3. To generate an 'nps' score
4. To learn what we need to do to continually improve
5. To drive long term reputation, improvement, loyalty and more sales



# Step by step

1. Change your beliefs
2. Analyse current feedback: what do your customers REALLY want?
3. Develop 'open feedback' systems: possibly using the 'nps' question
4. Direct responses and indirect responses
5. Step by step (no quick fix here!)



# Indirect responses

- Look for small steps every week
- Develop and obsessively use continual improvement systems: 'Go the extra inch'!
- Indirectly feed back to customers on how you listened and what you did



# Direct Feedback



**PROMOTERS**  
9 - 10 RATING



**PASSIVES**  
7 - 8 RATING



**DETRACTORS**  
0 - 6 RATING

- Detractors
  - Call back:
  - Solve the problem and blow their socks off systematically
- Passives
  - Ask for permission to build the relationship
  - Build it
- Promoters
  - Ask for permission to leverage the relationship
  - Leverage it

# Summary

- A revolution in both customer behaviour and the marketplace
- **Global economy:** Change is quicker and quicker
- **Customers are empowered** and have massive choice
- If you're not **loving your customer** someone else is stealing them
- **Customers can ruin your reputation** at the touch of a button
- There's **no point in listening** if you don't respond properly
  - Direct and indirect
- The business world has been turned upside down: you need to **turn your approach upside down** and treat this a KEY business driver ... NOT a cost!