Getting the Best out of the Voice of the Customer

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Voice of the Customer

- Audience Question – Answers in the Chat room:

  What Does VOC mean to your organisation?

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Analytics lives in the core of every business.

It requires the right approach, knowledge and organisational alignment in order to succeed.

It has to be built into your very nature.

We guide organisations to be analytical by nature

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Transformation is a journey: reach for the 360° view

Create
Insight

Predict
Outcomes

Take
Action

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Phases of interaction analytics

ORGANISE

ANALYSE

OPERATIONALISE

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VOC (Customer Experience really)

Gartner Report:

Customer Experience is the New Competitive battlefield. June 2015

McorpCX:

In fact, fully 95% of companies say they regularly listen to their customers. Of these, 84% regularly ask customers for feedback, while 11% do so occasionally. Yet despite this widespread collection of customer feedback, **only 29% of firms with VoC in place systematically incorporate insights about customer needs into their decision-making processes.** And nearly three-fourths don't think that their VoC programs are effective at driving actions.

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Customer Experience Data Sources

- Surveys
- Complaints
- Social Media
- Customer Interactions:
  - Phone
  - Chat
  - Messenger
  - Email

- All are Direct or Indirect

The Direct or Indirect Feedback Conundrum

- *Whatever your measure, there is a trade off between Speed and Meaningful response!*

Pros

Immediate Customer Impression

Able to Intervene

More aligned to true experience

Rich Data, especially with multiple contacts

Cons

Assesses Promises not action

Can be Biased

Limits early interventions

Linking to individuals is harder
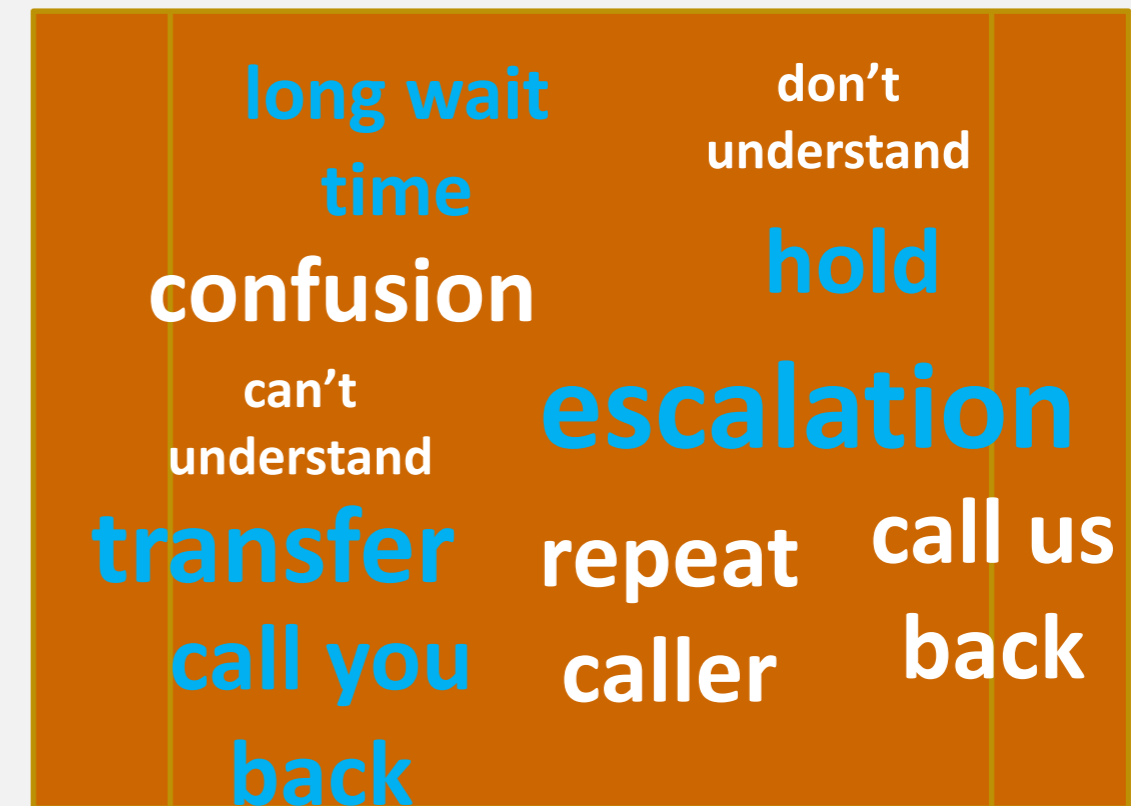
Immediate

Delayed

Nexidia CX Index Topics

- A single consistent measure of customer experience created by analysing all calls
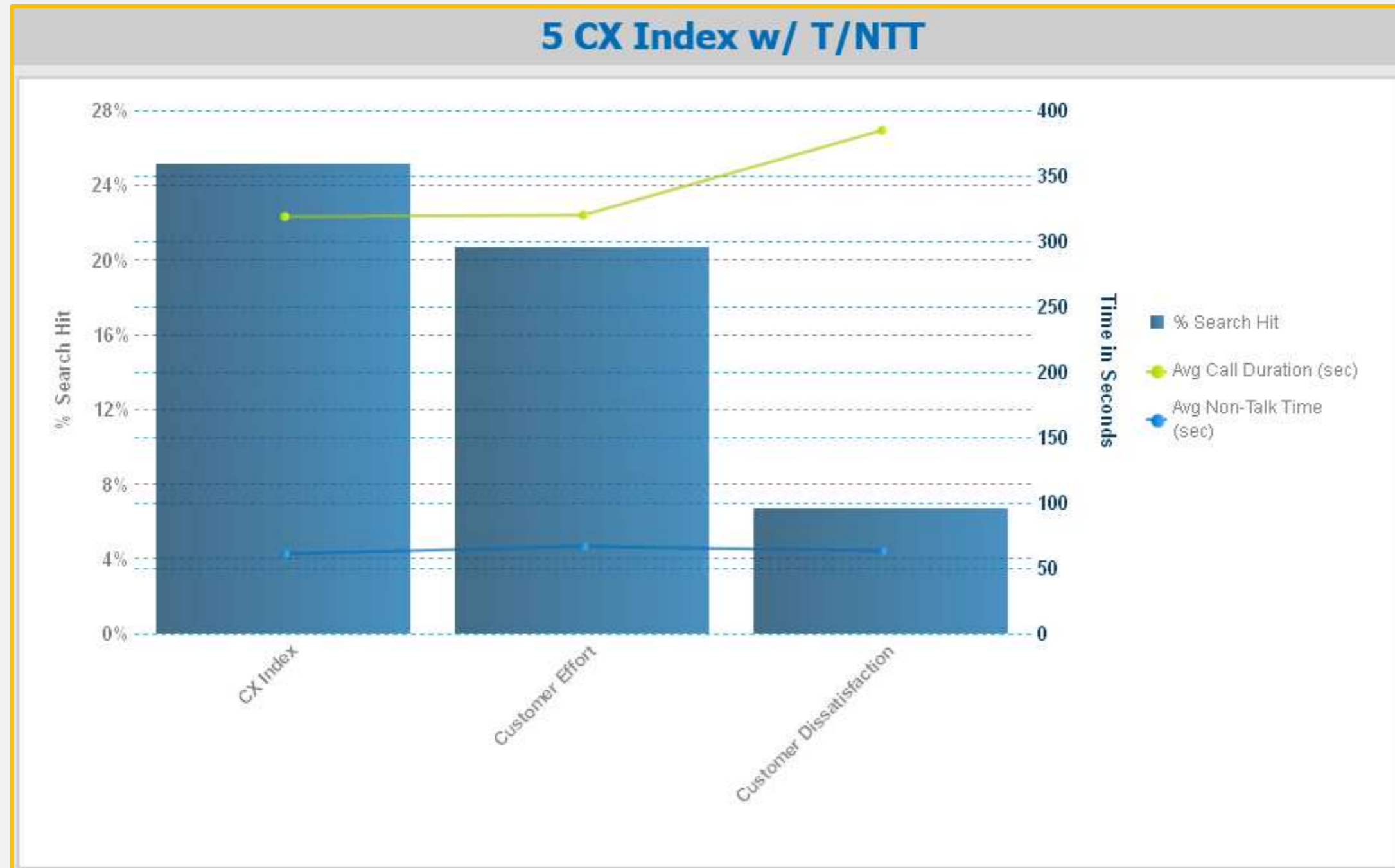
Allows for:

- Trending over time
- Correlation with:
 - Call types
  - Products
  - Processes
  - People

Customer Dissatisfaction

Customer Effort

poor service
apology
dissatisfaction
frustration
complaint
disappointment
ridiculous
regulatory &
disgust
reputational

long wait time
don't understand
confusion
hold
can't understand
escalation
transfer
repeat
call us
call you back
caller
back

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Financial Services CX Index

5 CX Index w/ T/NTT

- **Customer Dissatisfaction**
  - Evidenced in 7% of calls
  - 385s average duration (+158s)

- **Customer Effort**
  - Evidenced in 21% of calls
  - 320s average duration (+93s)

- **CX Index**
  - Evidenced in 25% of calls
  - 319s average duration (+92s)

- **Non-Talk**
  - Increased for CX Index from 35s average to 61s

All Calls Avg Talk Time: 192s, Avg Non-Talk Time: 35s, Avg Call Duration: 227s

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Dashboard View of CX Index & Sentiment
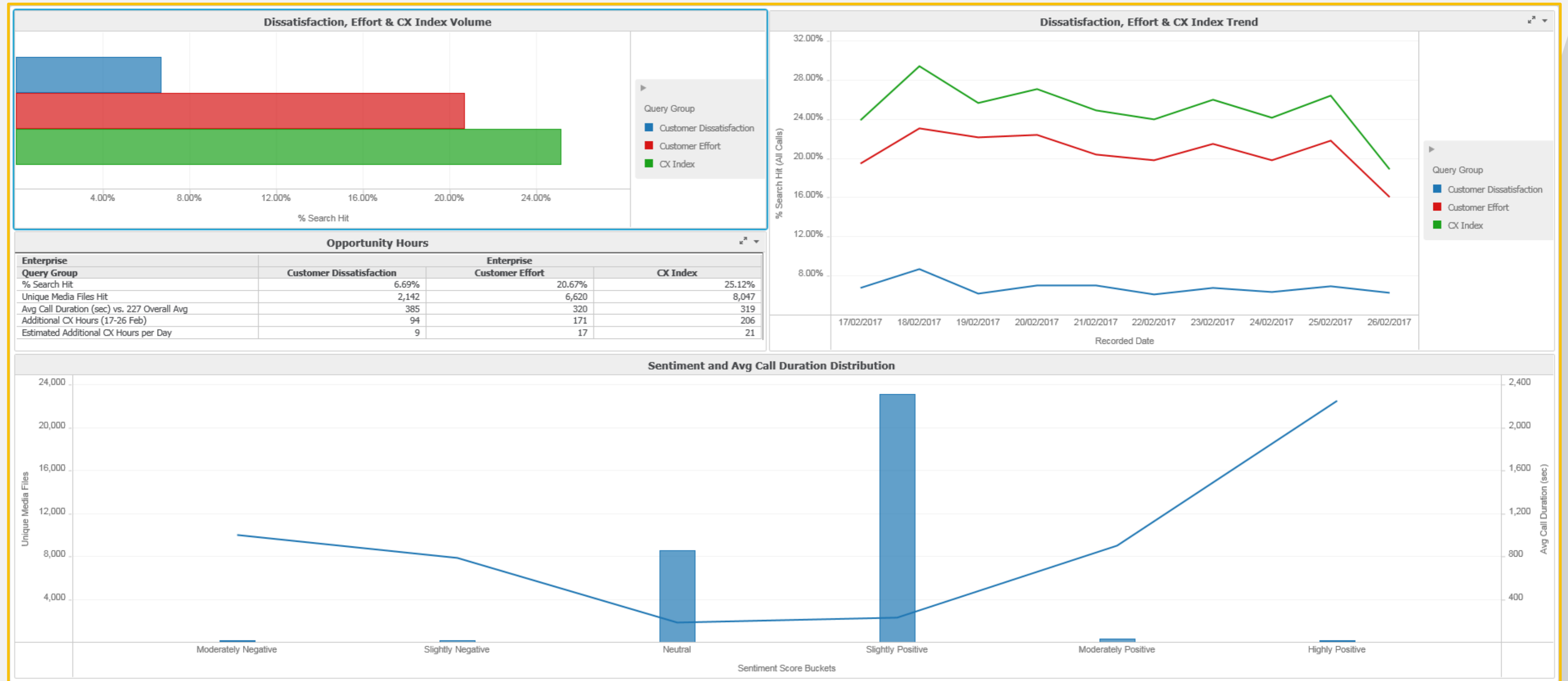
CX Index- Benchmark

Industry	ATT	CX Index	ATT of CXI Calls	% Increase in Talk Time
Retail	274	43%	353	29%
Retail	176	21%	252	43%
FS - Insurance	1027	30%	1252	22%
Retail	181	22%	265	46%
Communications	393	38%	571	45%
Regulator	326	26%	634	94%
Regulator	372	32%	639	72%
Utilities	256	21%	507	98%
Communications	355	27%	550	55%
FS - Banking	227	25%	319	40%
		29%		**54%**

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Direct v Indirect ?

Both are relevant, it depends on the nature of your business

Indirect avoids:

  Sampling Issues

  Customer Self Selection

  Survey Fatigue

Analytics supports targeted Direct Feedback Campaigns

Both need to be operationalised in a broader, systematic approach to Customer Experience

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Thank You