

CALL CENTRE HELPER

Customer Feedback Tactics You Can't Overlook



**HOW WE COLLECT
CUSTOMER
FEEDBACK**

**HOW WE
USE IT**



CUSTOMER FEEDBACK

STRUCTURED



- Feedback solicited from a brand, most often in the form of a survey.
- May also include a customer advisory board, automated data collection, and a brand community.

VS

UNSTRUCTURED



- Feedback received from customers that is neither solicited or prompted.
- Anything from a conversation, to a social post, to third-party forums.

LISTENING PATH MAP

Primary objective of this persona is to design the perfect living room.



Wendy Howler



T0

Online

- User Flow Data
- Live Chat
- Email Notification
- [Community Conversations](#)

T1

In-store

- Greeting Conversation
- Sales Rep Interaction
- SMS Purchase Experience Survey
- [Social Reviews](#)

T2

Delivery

- Technician Conversation
- SMS Delivery Survey

T3+

Post Sale



- Follow Up Call from CS
- Email "Growth" Campaign
- [Community Participation](#)

**Make the quick
parts quick**

**And the
"slow" parts
meaningful**

THE LANGUAGE OF VALUE

MAKE THE CONNECTION

Customer Service Activity	Business Outcome
 Efficiency of interaction improves	 Share of wallet / new purchase
 Positive sentiment earned	 Renewal / Retention
 Balanced quality score improves	 Customer engagement score
 "Meaningful" interactions achieved	 Impact on acquisition engine

WHO SHOULD OWN VoC?

**Ensuring integrity
in process and
purpose.**



**Spanning across
the larger
customer journey.**

**Interpreting the
data through the
right lens.**





**MAKE VoC
DATA COME
TO LIFE**