

HOW WE COLLECT CUSTOMER FEEDBACK

HOW WE USE IT



CUSTOMER FEEDBACK

VS

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.

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

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T3+

Online

- · User Flow Data
- Live Chat
- · Email Notification
- Community
 Conversations

In-store

- Greeting Conversation
- Sales Rep Interaction
- SMS Purchase
 Experience Survey
- Social Reviews

Delivery

- Technician Conversation
- SMS Delivery Survey

Post Sale

- Follow Up Call from CS
- Email "Growth" Campaign
- Community Participation

Make the quick parts quick

"slow" parts meaningful

THE LANGUAGE OF VALUE

MAKE THE CONNECTION

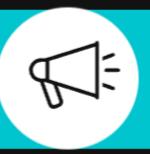
Customer Service Activity	Business Outcome
Efficiency of interaction improves	Share of wallet / new purchase
Positive sentiment earned	Renewal / Retention
Balanced quality score improves	Customer engagement score
"Meaningful" interactions achieved	Impact on acquisition engine

WHO SHOULD OWN Voc?

Ensuring integrity in process and purpose.

Interpreting the data through the right lens.







Spanning across the larger customer journey.





MAKE VoC DATA COME TO LIFE