



Ready to take a step forward with your **Voice Of The Customer** programme?

Here are the 3 foundations of your
next VoC project's success



What does good **Voice of the Customer** look like?

There's two types of VoC programme.

The **first** is the one that we see too often: The board have asked you to report on NPS, your process improvement team need data to justify decisions they've already taken. You send some surveys to some customers, and you get the data you were asked for.

The **second** — the one we can help you with — treats customer satisfaction as your highest priority. And because happy customers stay longer, spend more, and recommend more, it's a profit driver, rather than a cost centre.

Getting the details right can make all the difference, but this guide will share the 3 high-level principles we use with all our clients to put in place VoC programmes that deliver results.





CustomerSure Case Studies



Barchester Healthcare

“ CustomerSure have enabled us to give our residents and patients a voice, and their feedback drives us to make necessary changes to improve the customer experience. We’re now at our highest ever quality ratings across the board.



Polypipe Building Products

“ The end result has been happier customers. By dealing with the issues raised in feedback we’ve seen measurable improvements in customer satisfaction

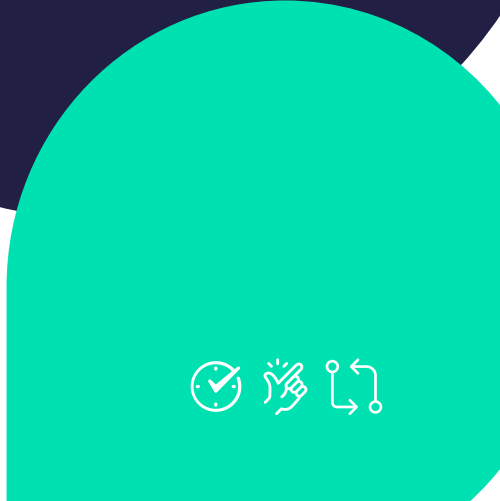


Philips

“ It’s great to have a software partner that can help us scale our customer experience efforts to such a level, whilst maintaining that personable level of service.



“ Customer feedback should make a direct impact on the business. ”





Here are the 3 foundations of your next VoC programme's success:





Send VoC Surveys at the best time.

Everyone we speak to wants the highest response rates and the best quality data.

Timing is critical

It's a hard lesson to learn, but the worst time to ask for feedback is when **you** decide **you want some**.

That doesn't mean you shouldn't [start your VoC project](#), but think survey timing through carefully.

So when's the **best time to ask for customer feedback?**





We know from the evidence we've amassed through hundreds of implementations and millions of survey completions, that the best times to ask for feedback are the times **when your customers are most likely to want to give it.**

That may sound obvious but in practice it means different things for different companies, because every firm has unique customer journeys.

- In **financial services**: you might be looking to collect feedback after a customer takes out a new product
- In a **call-centre** context: you'll absolutely want post-call feedback
- But in **B2B manufacturing**: you'll want feedback after goods are received, alongside regular relationship surveys.

Asking at the right time increases both your data **quality** (you get more relevant, usable feedback) and **quantity** (who doesn't want to show off a high response rate?)

“ The skill is in choosing the time based on the customer's point of view, rather than when you want data. ”

Simplifying the ‘timing’ question also answers another common question:

Should you increase response rates by ‘begging’ for responses via reminder emails and SMS?

You might get more data, but at the cost of annoying people and decreasing satisfaction.

Read our [guide to timing VoC surveys](#), it will help you arrive at the best touchpoints for both your business and your customers.

“ You can’t get better results than asking for feedback when customers have the strongest desire to give it. ”





Make it impressively easy for customers to give feedback

Another way to increase the volume and quality of feedback is to make it fast and easy. **Aim for 20 seconds.**

There are two reasons why this is important. The first and most obvious is that a customer only needs about 20 seconds to tell you what you're doing well, or what you need to do better. Wasting people's time can drive satisfaction scores down.

The second reason is that if you burden customers to complete a long survey, you'll reduce response rates and learn less. Because although customers do want to give feedback, they're not happy about the time-consuming surveys that most companies use.

You can learn about [the best questions for a Voice of the Customer survey](#) in our guide.





“Keeping it short shows that you’re thinking of their interests and respecting their time, and that’s key to a good customer experience.”

“Keep it fast and simple, and only ask questions about things that are important to your customers.”





Follow up where you need to.

Once you're receiving good volumes of high quality feedback it might feel like mission accomplished.

But if your goal is to improve customer satisfaction rather than just measure it, you have work to do:
Your customers haven't felt the benefits yet!

However well intentioned you are about using their feedback for improvements, **unless you have a process for follow-up**, the danger is they'll wonder why they gave feedback at all because **it will feel to them** as though their comments have been completely ignored.





“A **good** follow-up strategy leads to a **great** reputation”

Without a carefully designed follow-up strategy you will:

- Leave customers feeling ignored, and **unlikely to recommend you to others**;
- **Anger, or even lose, customers** who have reported urgent issues in feedback which are causing them pain;
- Receive mediocre satisfaction scores and **miss out on the financial benefits** that an increase in satisfaction should drive.

That means there’s a **negative financial impact** if you don’t follow up effectively, rather than the positive impact you were hoping for, and it’s why this third foundation of VoC is the most important.

Feedback can be a two-edged sword...

If you invite it, you can really impress your customers by making them feel that you've listened to them. And they'll be more likely to give you feedback in future. It becomes a virtuous circle.

However if you invite feedback and don't act on it, or at least respond in a way they might reasonably expect, then it sends a signal that you've ignored it. And that's worse than not asking at all because you've raised customers' expectations, and then failed to meet them.

Sometimes people worry that it will create extra work, but if there was ever an opportunity to work smarter rather than harder, this is it. Modern VoC platforms and AI make it easier than ever to spot, and respond to, everything that requires follow up.

Not following up on feedback means you're effectively accepting the risk of losing customers. Would you ignore a list of qualified sales leads?

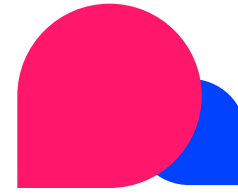


The three foundations of results-driven VoC are:

1) Ask at the right time. 

2) Make it easy. 

3) There's **no impact** unless you follow up. 



These foundations make giving feedback a great customer experience.

Great customer experience is great for business.

If you're keen to find out more, and start looking at the details of how to improve your next VoC project...

[Book a chat with an expert](#)



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