customer
sure

How does Voice of the Customer fit into the Consumer Duty picture?

5 Tips & Examples

Getting the Duty right is a big job, and Voice of the Customer is just one part of that.

But a **best-in-class** VoC programme — embedded throughout the business, with the real needs of customers at its heart — can help.
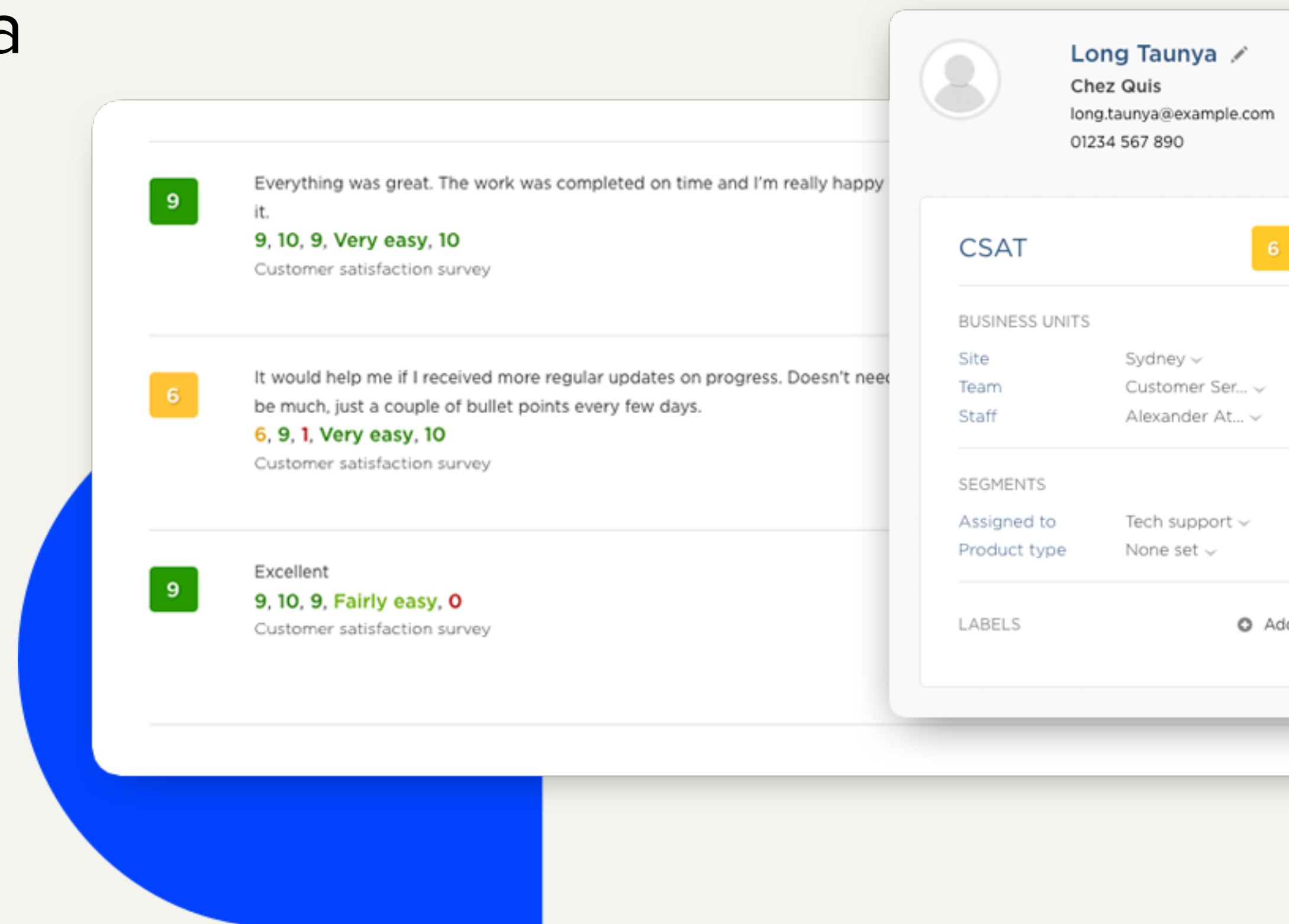
Here are a few things that some of the customer-centric firms we work with do to both **deliver better outcomes**, and **tell a compelling story** to about the good work they're doing.

1. Measuring — or verifying — outcomes?

Of course you're measuring cancellations, walk-aways, and more but without the qualitative data from VoC, do you **understand** these metrics?

Are these outcomes fair and unavoidable or is there an underlying issue with service or a product?

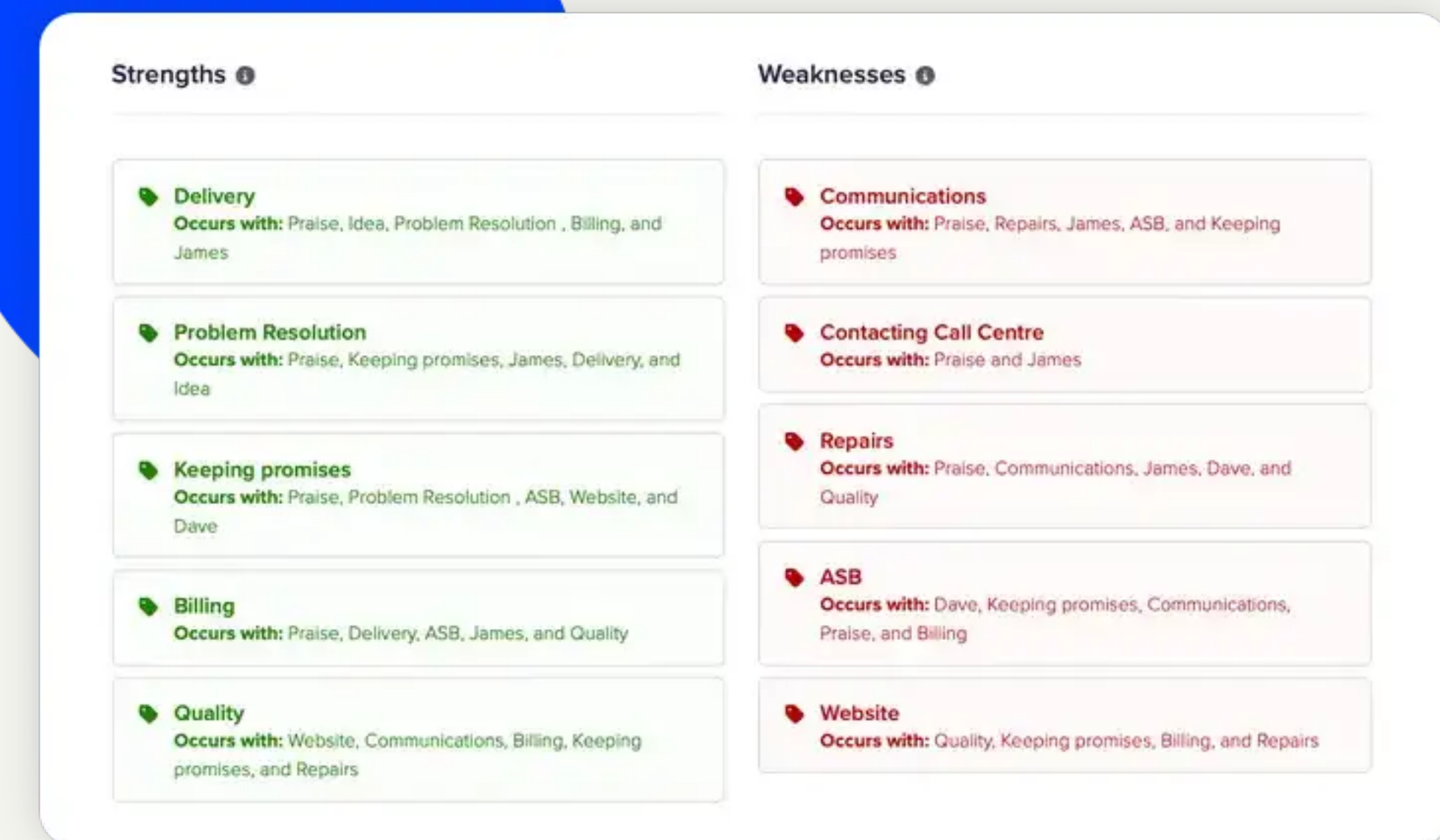By asking customer-friendly questions at the right time, you find out and fix things.

2. Moving beyond compliance.

Your RAG dashboards are green, because everyone is following your scripts.

But do the **consumers** who hear those scripts have true **understanding**? Does this change across different customer segments?

Great teams use VoC to investigate how customers felt about compliance being achieved, and implement change where it's needed.

Strengths ⓘ

🏷 **Delivery**
Occurs with: Praise, Idea, Problem Resolution , Billing, and James

🏷 **Problem Resolution**
Occurs with: Praise, Keeping promises, James, Delivery, and Idea

🏷 **Keeping promises**
Occurs with: Praise, Problem Resolution , ASB, Website, and Dave

🏷 **Billing**
Occurs with: Praise, Delivery, ASB, James, and Quality

🏷 **Quality**
Occurs with: Website, Communications, Billing, Keeping promises, and Repairs

Weaknesses ⓘ

🏷 **Communications**
Occurs with: Praise, Repairs, James, ASB, and Keeping promises

🏷 **Contacting Call Centre**
Occurs with: Praise and James

🏷 **Repairs**
Occurs with: Praise, Communications, James, Dave, and Quality

🏷 **ASB**
Occurs with: Dave, Keeping promises, Communications, Praise, and Billing

🏷 **Website**
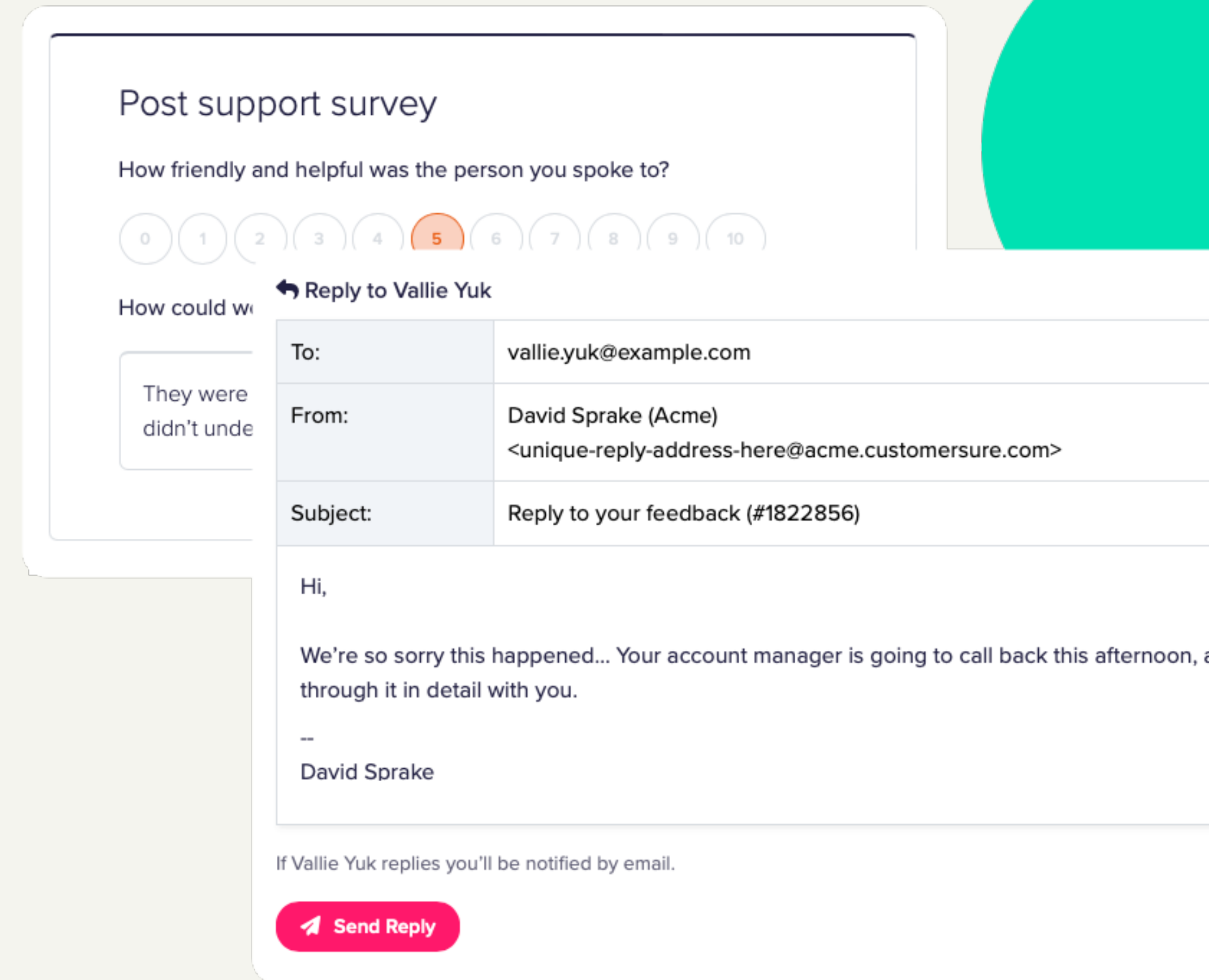**Occurs with:** Quality, Keeping promises, Billing, and Repairs

3. Proving you've closed the loop.

The FCA wants to see evidence of good outcomes.

The most effective CX teams receive **instant alerts of negative feedback** at any touchpoint, but most importantly, they **close the loop** with the customer, improving satisfaction and boosting retention.

And they can keep the regulator happy by running a report to show **what they did, for who, and when**.

4. Driver Analysis

Where to start with continuous improvement initiatives?

You can act on a hunch, but well-crafted surveys, **built around customer needs**, delivered at the right touchpoints can point you to the exact moments in the business which require a re-think.
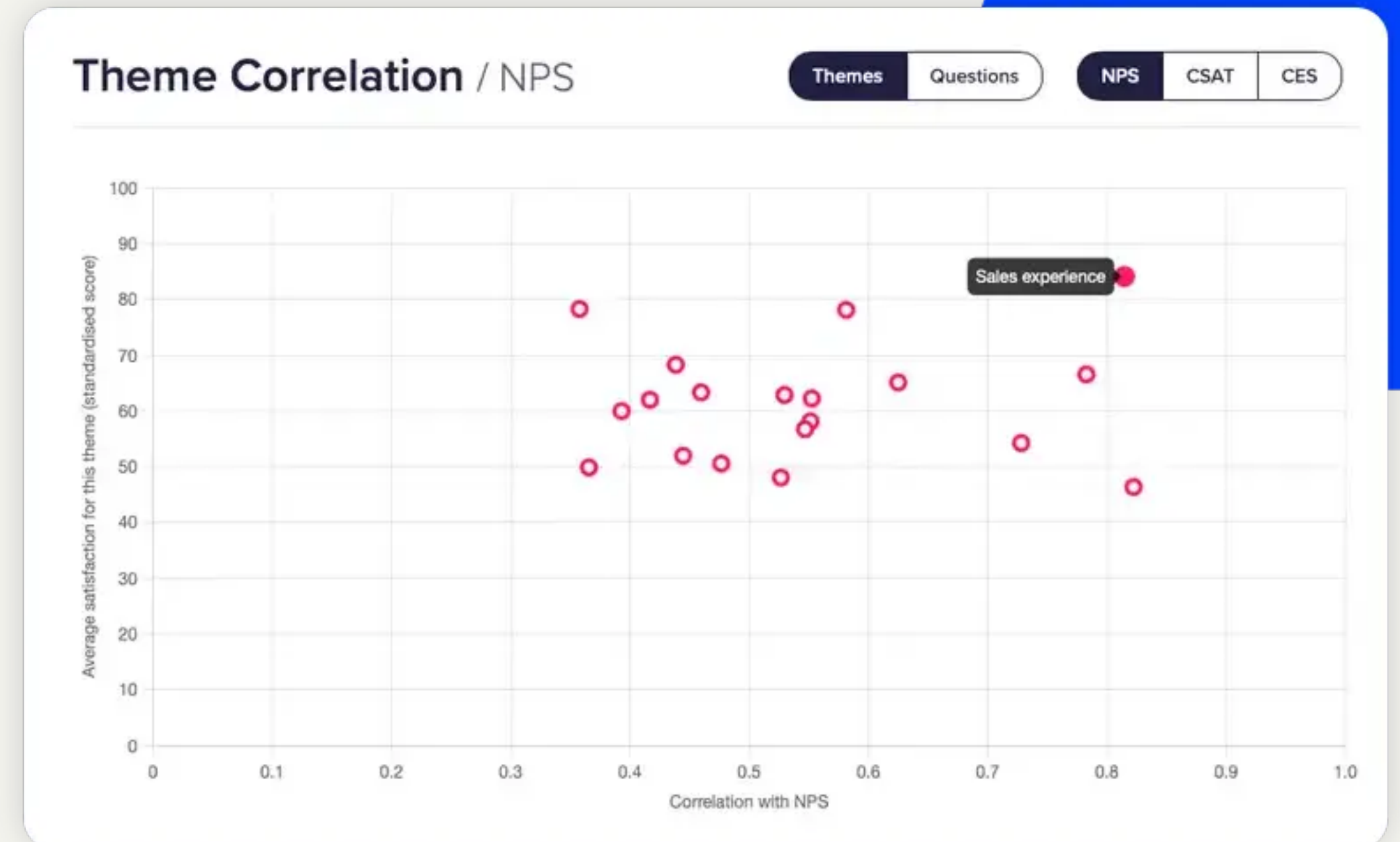
5. Characteristics of Vulnerability (1)

Are customers with characteristics of vulnerability receiving outcomes on a par with the 'average' customer?

The most mature CX teams slice their data to ensure that vulnerable customers feel they are receiving equitable treatment.

Where this isn't happening, they have a clear qualitative case for what improvements need to be made, and why.

Staff Name	Replies	How friendly and helpful was the person you dealt with?	How satisfied are you with the outcome?	How knowledgeable was the person you spoke to?	How likely is it that you would recommend our company to a friend or colleague?
Adam Barber	174	7	9	9	9
Alexander Atkinson	213	7	9	9	9
Chris Stainthorpe	216	7	9	9	9
Corey Allan	190	7	8	6	7
Darren Wake	204	7	9	9	9
Emily Sheppard	190	9	9	9	9
Guy Letts	200	7	9	9	9
Isabella Archer	205	7	9	9	9
Luke Brown	205	8	9	9	9

5. Characteristics of Vulnerability (2)

You know that 'vulnerability' isn't a fixed attribute, different customers can be vulnerable for different reasons at different moments. But that makes it notoriously difficult to spot reliably.

The best CX teams we work with use both automatic (AI) and manual detection to **automatically spot vulnerable customers**, flagging them for manual review.
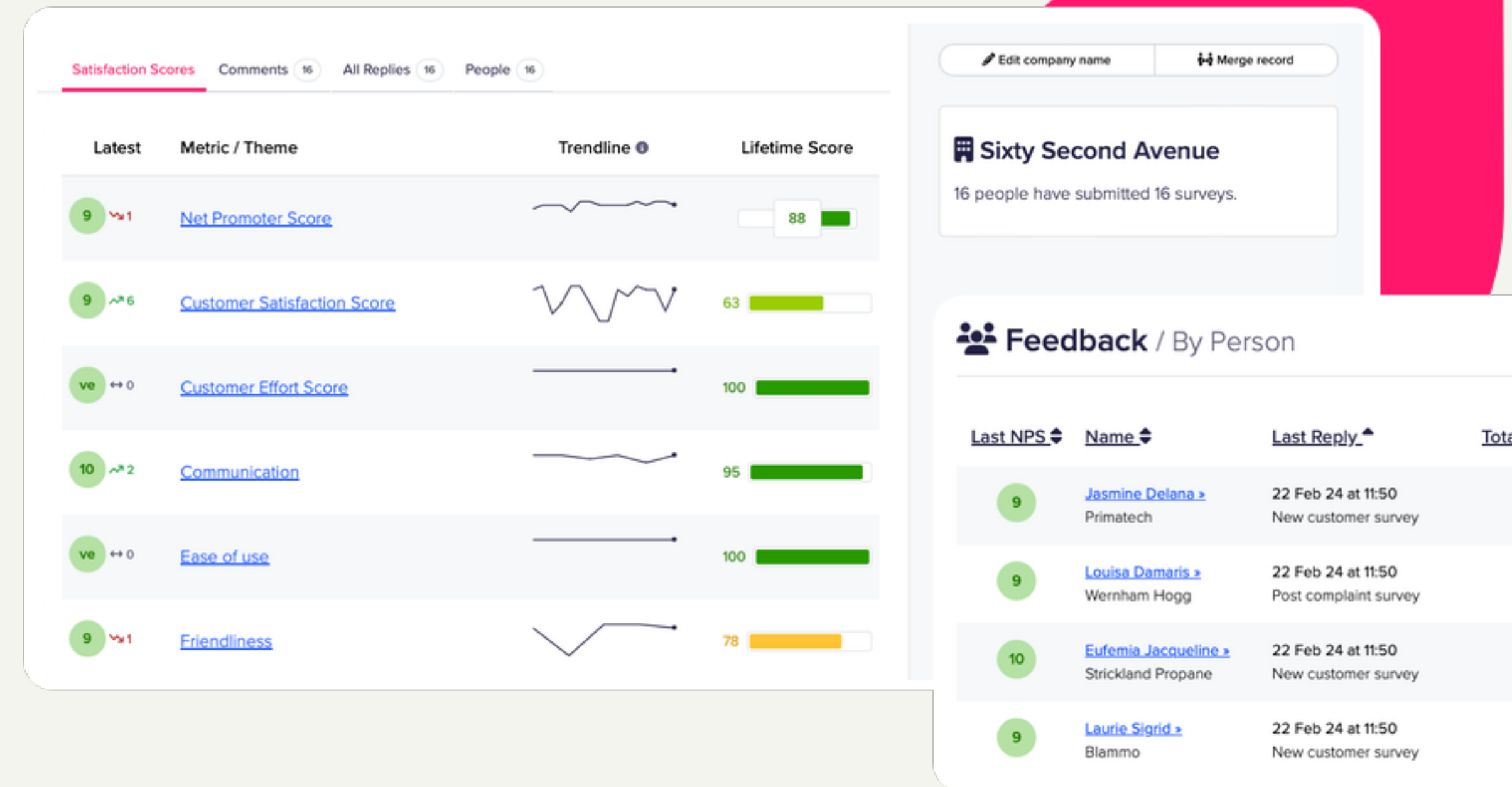
Voice of the Customer Maturity

1

Novice

No Feedback Programme
Customer sentiment unknown

Lacks a systematic feedback system, leading to a poor understanding of customer perception.

No metrics are tracked.

Customers find it hard to be heard.

2

Foundational

Ad Hoc Feedback Collection
Customer insights stale

Feedback collected infrequently with basic tools.

Low volumes and limited coverage of the customer journey.

Customers do not experience any follow up.

3

Developing

Basic VoC Programme
Positive impact on loyalty

Transactional and relational surveys with multi-channel data collection.

One or more KPIs may be in use. Analysis and reporting occurs with sporadic company wide insight sharing.

Customers may experience follow up.

4

Strong

Integrated VoC programme
Customers recommend reactively

Customer journey is mapped and satisfaction measured at each step.

VoC is integrated with main business system(s).

Real time reporting. Systematic follow up for service recovery and service improvement.

5

Best-in-Class

Real time VoC programme
Customers recommend proactively

Customer feedback informs all roles, embedded in 'business as usual' processes.

Service recovery is same day or better.

Analysis & insights inform business strategy.

We work with our clients to help them determine their current level of VoC maturity; and we provide them with the **advice, support and software** they need to improve it.

"Great service from the team and great to speak to a person on a regular basis and feed into development plans."

Hannah Claytor-Scott, Head of CX and Product Development,
Parkdean Resorts

"The CustomerSure systems are proven and tested, but as a company they are, in my experience, unrivalled in their ability and willingness to develop their product based on input from their customers"

Jenny Lakin, Customer Insight Manager
Marmalade Insurance

"We were very impressed with the functionality and power of CustomerSure from the beginning"

Claudia de Graaff, Professional Marketing Manager,
Philips

"Honestly CustomerSure is one of my favourite suppliers to work with (and we have so many suppliers and agencies!) as they make it so enjoyable and easy – a very humble team doing great things."

Sarah Lander-Scott, Director of Customer Experience
Barchester Healthcare

"I like the ease of use and adaptability of the software but what I really love is the super-fast service we get."

Dean Asher, Head of Technical and Customer Services,
Polypipe

"Pricing was fair and implementation was rather fast and a very personalised experience. It's easy to use, especially for people who do not work in the platform on a daily basis."

Kenneth Damm Hansen, Director of Marketing and Communication
KK Wind Solutions

The Green Insurer

marmalade

Kingdom Bank

PHILIPS

GBG

wealthtime

ingenico

covea Insurance

Need to talk?

If you have any questions about embedding a VoC programme across your whole business that respects your customers and delivers results, please contact:

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www.customersure.com/contact/