

CUSTOMER SUCCESS LEADERSHIP BOOTCAMP

Designing a Voice of Customer Program to Power Your Future

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1PM EST/ 10AM PST



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VP of Customer Success
ClientSuccess

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A Voice of Customer Program or VOC program is a strategy that enables a company to collect, analyze, report and act on all customer feedback.

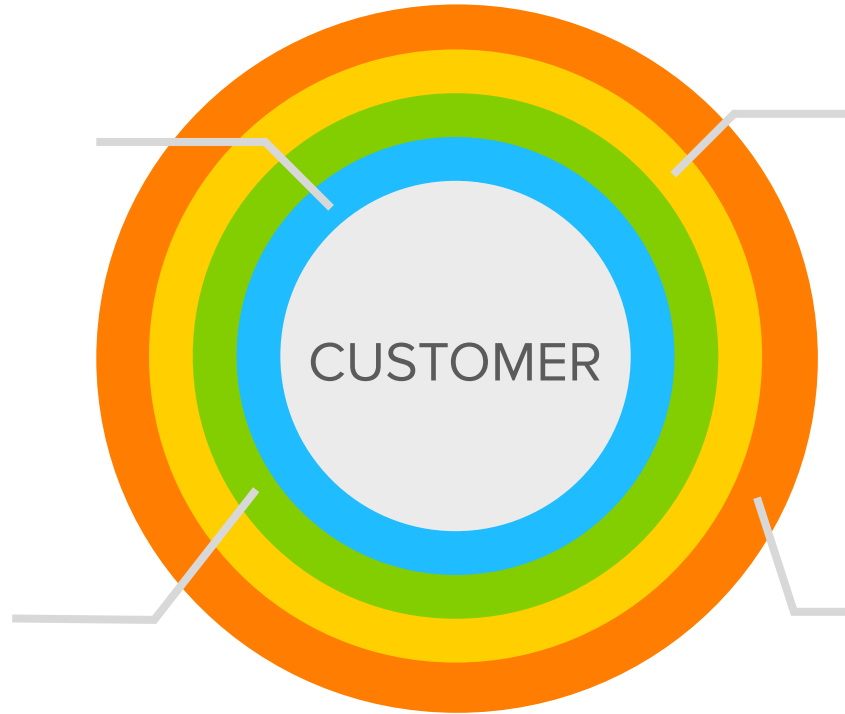
CUSTOMERS AT THE CENTER OF YOUR ORGANIZATION

PRODUCT INNOVATION

Product related feedback from your customers ensures strong and relevant innovation that aligns with the direction of the industry and market.

MARKETING STRATEGY

Customers are the lifeline to a strong marketing program. They help illustrate the possibilities and potential for new customers.



REVENUE GROWTH

Growth from your existing customer base contributes to a sustainable revenue growth trajectory.

SALES ENGINE

Your customers are your biggest sales asset. Serving as referrals, providing relevant case studies, providing positive reviews, they power your sales pipeline.

CAPITALIZING ON A STRONG VOC PROGRAM



ROADMAP

Powers the product roadmap and drives innovation.

RENEWALS

Helps navigate risk and opportunity to ensure “customers for life”.

LOYALTY

Customers who feel heard and supported have a long life span.

RELATIONSHIP

Insight to enable timely and appropriate conversations.

GROWTH

Data to support organic upsell and expansion discussions.

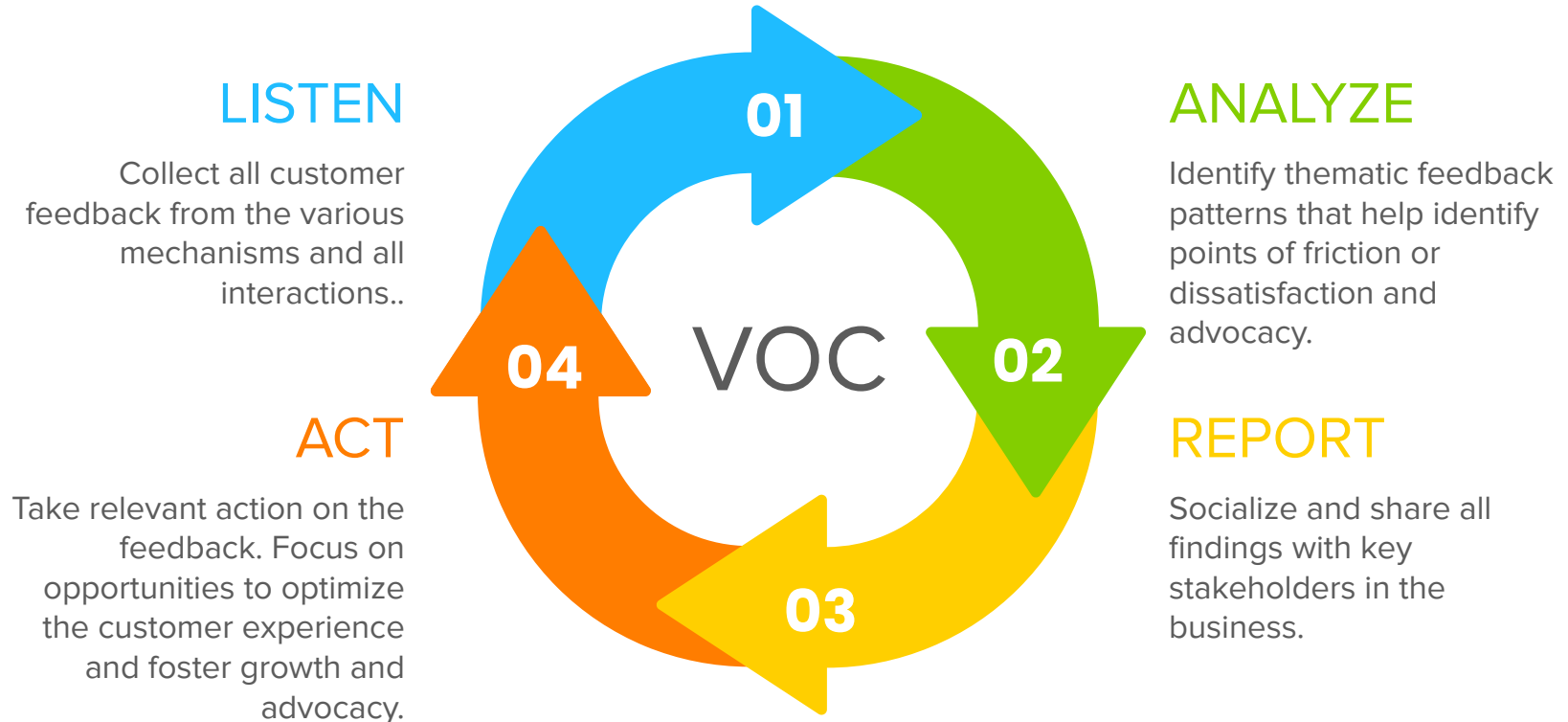
REFERRALS

Easily identify your champions to support your customer referral program and feed your sales pipeline.

CASE STUDIES

Engaged customers sharing feedback are great partners for case studies.

ELEMENTS OF AN EFFECTIVE VOC PROGRAM



BUILDING A COMPREHENSIVE VOC PROGRAM

COMMUNITIES

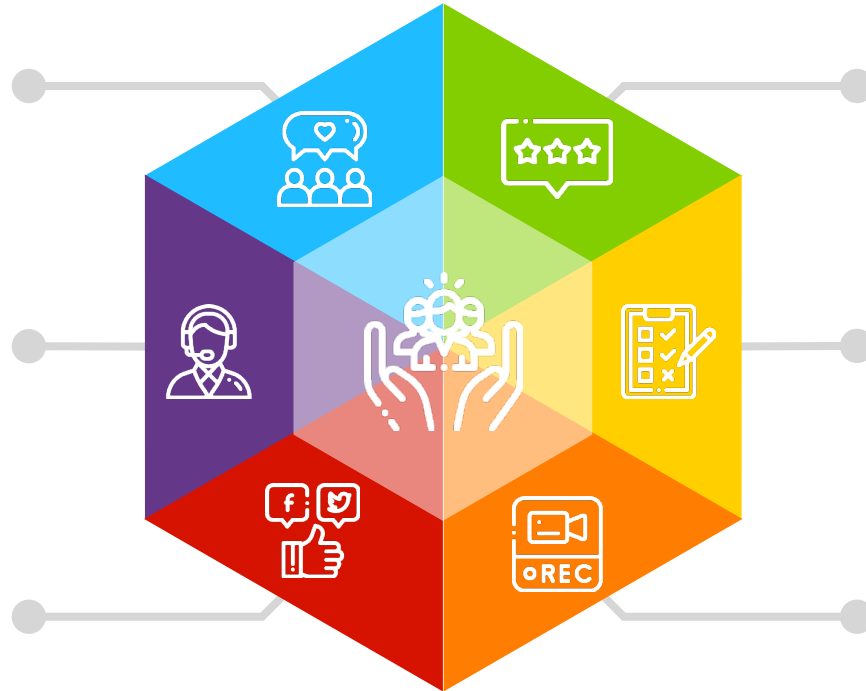
Your customers are likely part of professional communities where they are sharing thoughts and feedback about your solution.

SUPPORT

Understanding language and sentiment in technical support conversations.

SOCIAL

Monitoring your social profiles as well as listening to your contacts and what they are sharing proudly with their networks.



REVIEWS

3rd party review sites ie. G2, Capterra etc.

SURVEYS

Feedback coming in through surveys like NPS, CSAT etc.

RECORDED CALLS

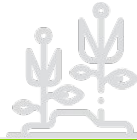
Recorded calls with text analytics to understand customer sentiment.

MATURATION OF YOUR VOC PROGRAM



INITIAL STAGE

- Feedback from surveys and NPS
- Basic reporting and analytics
- Data to support systemic issues
- Focus on recovery



ADVANCED STAGE

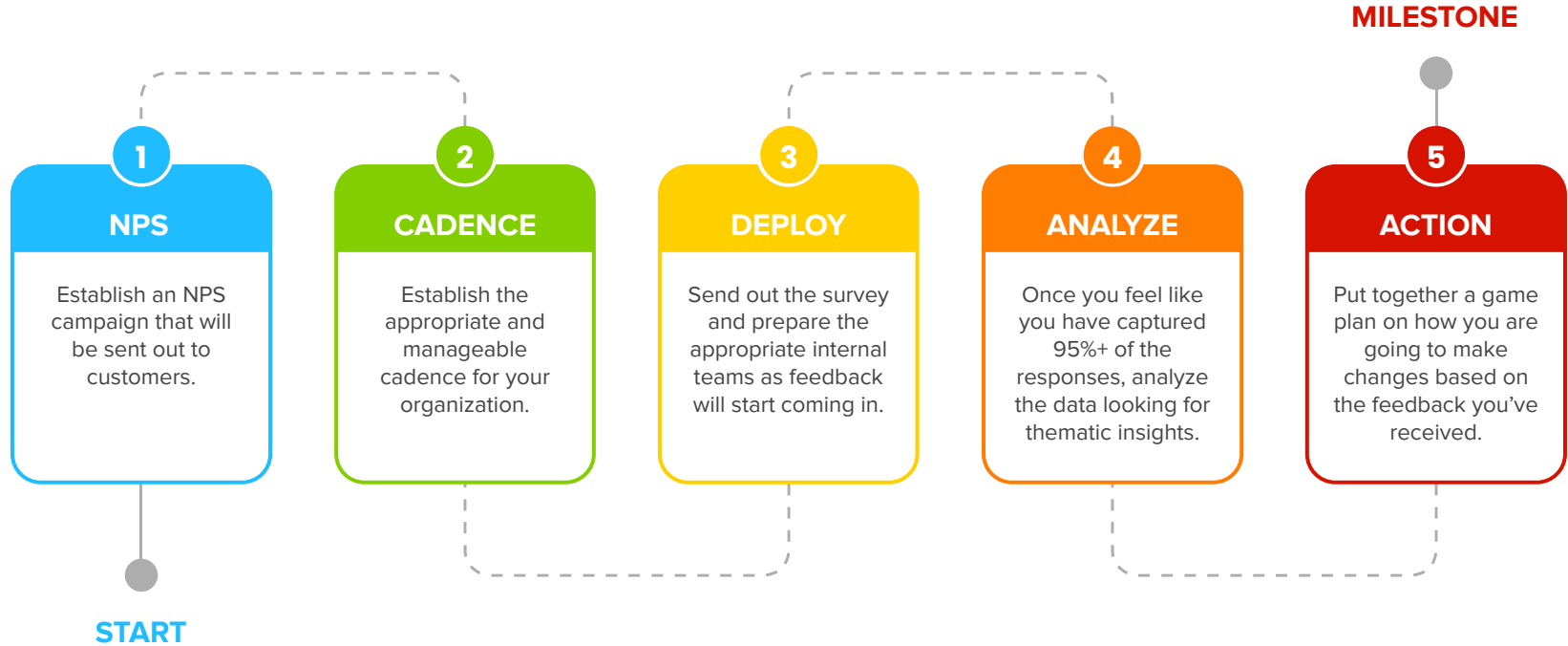
- Unsolicited feedback collection
- Analysis of unstructured data
- Integrated data sources
- Formal process and operations
- Executive Engagement and support
- Role based reporting
- Centralized team
- Collaborative feedback



MATURE STAGE

- Full integration across all data types
- Advanced frameworks for project optimization
- Sophisticated machine learning
- Independant tech stack
- Culture and mindset shift around VoC as a core business value
- VoC consideration in all process and design stages
- Customer active participation

BUILDING YOUR VOC AND STARTING SMALL



KEY TAKEAWAYS

1.

Collect data, insights and sentiment from everywhere; even if you cannot use it today you will need it in the future and it will help establish your baseline.

2.

Review your insights early and often. If you are actively soliciting feedback make sure you have a plan to analyze and act on it.

3.

Share your learnings. Make sure there is an easy way for key stakeholders across the business to review the insights. Allow them to act on these learnings.

4.

Follow up in a timely manner. Even if you are not ready to act of the insights it's critical to communicate with your customers and let them know you've heard them and appreciate it.

5.

Continue to evolve. Make sure to enhance your strategy as often as needed. Get feedback from customers and internal teams on what's working and what's not.

Q



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