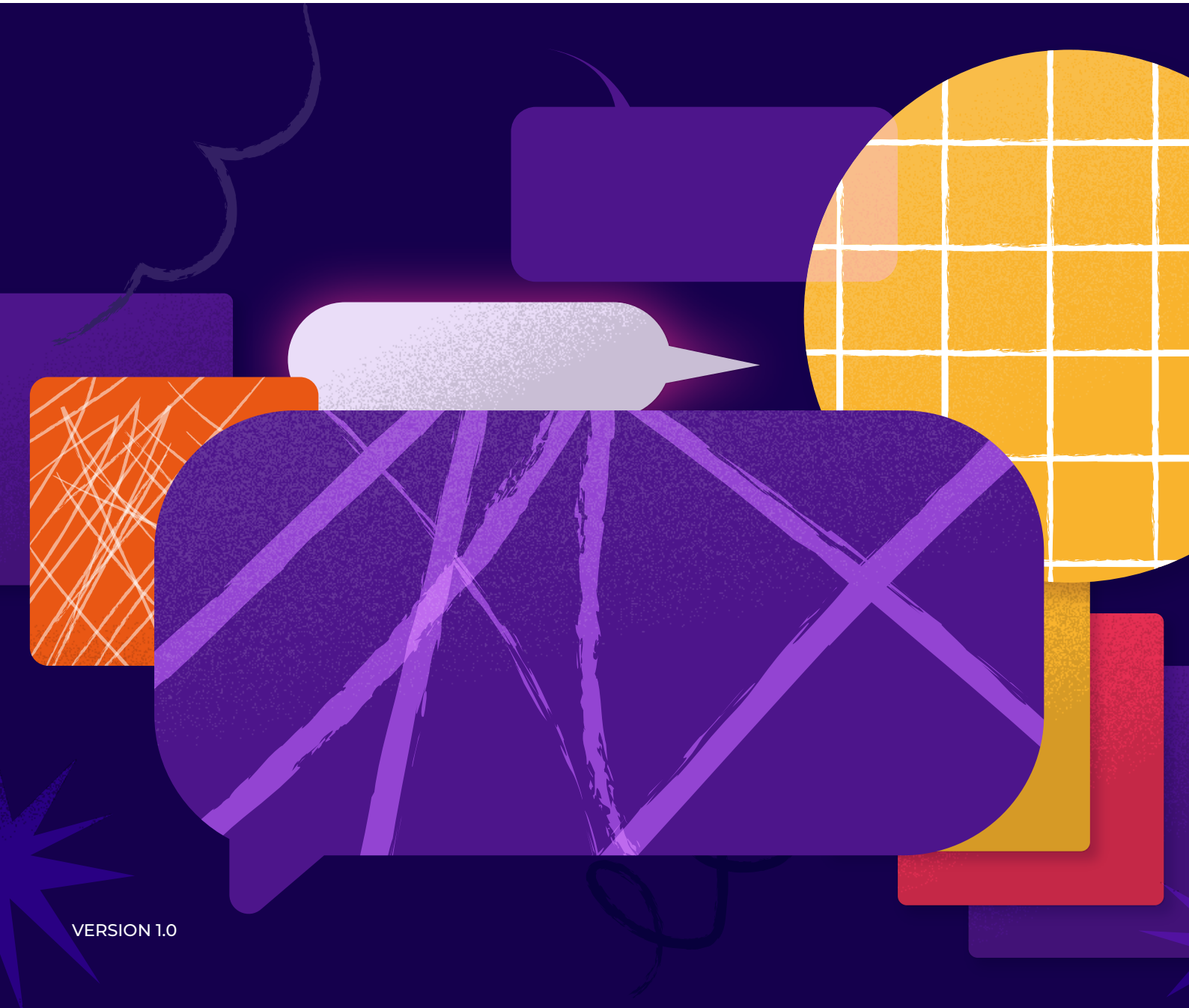
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Voice Of Customer Made Easy:

The Professionals' VoC Handbook



VERSION 1.0

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Gustavo Imhof
Senior CX Expert & Consultant

Gustavo Imhof is a published author, both in academia and general press, on Customer Experience (CX) and was named one of 30 Global CX Rising Stars under the age of 30 by CX Network.

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Introduction to VoC - Understanding the basics

Welcome to the only handbook you will ever need to level up your Voice of Customer game!

In the last few years the proliferation of providers has meant that building a Voice of Customer (VoC) program has become incredibly easy. But building a great VoC Program that moves the needle, drives and delivers genuine change, and has a direct and noticeable impact on the bottom line?

That is still a complex and very real challenge.

So much so, it seems like almost everyone has a VoC program. Yet, few can truly claim they deliver great experiences for their customers. The disconnect? That's the difference between having a program, and extracting value from that program.

Simply having a VoC program is fairly straightforward. It could theoretically be built in a matter of days. But on its own, it can't take your business forward. You need to make sure your program supports the business to take profitable business actions and drive better processes and customer experiences.

Imagine a gardener who has a hose and flowers they want to take care of. The hose isn't connected to any source of water, and there is a 10 feet tall wall circling the flowers, making it impossible for the flowers to survive and thrive. This is how most VoC programs are - left to starve for relevance and impact.

WHY VOC PROGRAMS OFTEN DON'T DELIVER

Over the years we've seen so many reasons people do not get the ROI they were hoping for from their programs.

Sometimes it's a matter of underestimating the nuances of setting up your program. It can be easy to fall into the trap of thinking, "I'm a customer, I have taken surveys before, it can't be that hard to ask questions, I'll just improvise and it will be fine".

Other times poor governance, especially around data, killed the program off. Organizations may find themselves with seven ways of looking at the same data, and no one agreeing with each other. And more often than not, they think putting the program in place is the end of the journey rather than the starting point. Your program will thrive or fail based on how much attention your stakeholders pay to it.

Your story doesn't need to mirror any of the above. We've compiled this handbook to help you take all the steps you need to put odds in your favor. You can join the club of companies who built successful VoC programs, like Atom Bank, that deliver genuine change and drive business growth.

What is a Voice of Customer program?

“Voice of the Customer” refers to bringing the perspective (or the voice) of your customer into the picture to help assess your product or services. These insights can help businesses decide what to prioritize and respond to.

You find it prevalent in continuous improvement, agile, and many more methodologies. If you are considering what your customers think, you are relying on the Voice of the Customer.

A Voice of Customer program is a systematic approach to capturing, evaluating, and using customer’s viewpoints to assess and improve how you currently serve them.

A VOC PROGRAM TYPICALLY INCLUDES



Creating clear methods to capture and review customer viewpoints at scale and in a consistent manner over time



Storing and managing the information in a coordinated manner



Analyzing and communicating it to key stakeholders throughout the organization



Driving and measuring the impact of change sparked by the insights it generated

As you can see, simply listening isn’t enough to understand your customers. In this handbook, we’re covering everything you need to know so you can build your very own state-of-the-art Voice of Customer program.

The Essence of a VoC Program

Let's begin by exploring the fundamentals of VoC before we start building.

THE AIM: UNDERSTANDING AND MEASURING THE EFFICACY OF CURRENT CUSTOMER EXPERIENCES.

VoC programs are used by organizations to:

- Understand how well they are catering to their customers
- Understand opportunities for change and improvements around customer experiences

If we understand what our strengths are, and which levers we could pull to drive better performance, we are on the path to better business outcomes.

THE EXECUTION: BUILD THE RIGHT MECHANISMS TO CAPTURE YOUR CUSTOMERS' THOUGHTS

For this to be truly effective, you need to have a comprehensive coverage of interactions and the key moments in your relationship with your customer that they are likely to care about.

How you go about collecting the information can make or break your initiative. You can only succeed if you do two things:

- You listen in on your customers' conversations where they already interact (such as review websites, social media, and communities)
- You make the effort to reach out to them and ask them for their views systematically

The goal is to collect your customer feedback consistently and in the most efficient way possible, regardless of scale.

THE DESIRED OUTCOME: IDENTIFYING AND EXECUTING AREAS FOR IMPROVEMENT.

Having a VoC program can never be a goal in itself. The value of a VoC program is always in the actions it drives, rather than the data it generates. You can identify market-defining opportunities, or ideas worth millions. If the business does nothing with it, the value generated continues to be zero.



KEY TAKEAWAY

A great VoC program turns its insights into real outcomes – something too many programs miss the mark on.

Getting Started - Fundamentals of your VoC Program

Now we understand what a Voice of Customer program is, and why you should implement one, let's consider the fundamentals of a powerful VoC program.

MAP YOUR BUSINESS OUT

Before you start building your program, you need to understand and map out the specifics of your business. Unless you have clear top-level picture, your program will not adequately capture the moments that truly matter in your business.

IDENTIFY THE KEY PLAYERS FOR YOUR VOC

Before anything else, you want to start by identifying which stakeholders in your organization are most likely to care about the VoC program. The RACI model is a powerful framework and should give you a very strong prompt in terms of who you want to involve.

RACI stands for Responsible, Accountable, Consulted, and Informed. The Responsible party is likely going to be you, and Accountable your immediate leadership. But who else needs to be consulted, and who needs to be aware of what you are up to?

Usually operations, marketing, and sales will be involved in executing the insights you identify, and would therefore fit in the Consulted category. Compliance, Risk, and HR also need to have an opportunity to feed in to make sure your program isn't dead before it starts. Senior leadership and finance will often need to be informed of your activities.

Don't leave it just to departments. Identify specific colleagues, and what level of involvement you forecast they will need to have. Make sure you sense check your assumptions with them too.



RESPONSIBLE

Likely refers to you and anyone else who is directly working on the VoC program



ACCOUNTABLE

Is your immediate leadership



CONSULTED

Opportunity to get buy in from other teams to make sure program isn't dead before it starts



INFORMED

Includes senior leadership and finance teams who need to be aware of the program to some degree

UNDERSTAND AND SEGMENT YOUR CUSTOMERS

Next, start listing out who the most important segments of your customer base are for your organization at a strategic level. Who are the key customers your organization wants to prioritize?

Clearly define how you would split your customer base based on their strategic importance and their commercial attractiveness. Make sure that you can identify them in your data as this will be a fundamental part of a successful VoC program.

GET TO KNOW THE CUSTOMER'S LIFECYCLE WITH YOUR ORGANIZATION

What does your customer's journey look like, from their first interaction with you, all the way to eventually churning? If you don't yet have one, design a journey map or a process map for all the steps your customer goes through in engaging with your organization.

Understanding how your customer engages with your organization is a prerequisite to building a sensible and powerful VoC program. Those interaction points are what will either trigger or hone some components of your VoC program.

MAP OUT HOW THE BUSINESS IS STRUCTURED TO DELIVER CX CHANGE

Finally, start thinking about what will happen after the program has been established, and insights start to pour in. How does your organization's structure map out against key touch points and moments of truth in your customer's lifecycle?

Identify and map out who has the ownership and responsibility for executing each stage of the journey, as well as who needs to sign-off on any changes your program. Start building those relationships and get their buy-in for your program early, as you will need them to execute your findings.

KEY TAKEAWAY

All customer opinions matter, but not all are weighted equally. It is perfectly acceptable not to act upon feedback from a customer that your business does not focus on. Always add a strategic lens to color your feedback and nudge the business in the right direction

Choosing the Right Tools

Now we have identified and mapped the key elements relative to your organization, the main question becomes which VoC tools should you use?

Here's just some of the tools you might consider:

1. Feedback forms
2. Survey tools
3. Social media listening tools
4. Forum monitoring tools
5. Online reviews
6. Digital analytics and tracking



To understand which tools and data sources you should prioritize for your organization, let's go back to the essence of VoC programs. The only reliable way for you to improve your customers' experiences is by directly asking them how you can improve. This could be in the form of a rating, a multi-choice question, or unstructured feedback.

Surveys are the backbone of capturing VoC. Of all the different mechanisms to collect customer data, it is the only one that asks them for their opinion on specific topics. Every alternative data collection method takes and interprets existing customer data. It forces you to make inferences about what customers are saying.

You will also need to think about how to carry out and deliver your surveys. This might be via email, social media, a dedicated feedback page on your website, or within an app, depending on how you usually communicate with your customers.

Data from surveys can be supplemented with data from other sources, such as online reviews, chat conversations, and social media interactions, to give a more complete picture of your VoC.

THE IMPORTANCE OF INTEGRATING TOOLS FOR A HOLISTIC VIEW.

Collecting feedback from your customers is a crucial part of becoming a better business, but it isn't enough. If all you have is a collection of surveys from anonymous customers, you will get some insight. But you will miss the critical layer of who to listen to, or whether any of the feedback is actually relevant.

Imagine you run a software company with a free tier, and all the feedback you apply focuses on making free customers extremely happy without any incentive to upgrade to a paid plan. That can translate into a very delicate financial situation for the business down the line.

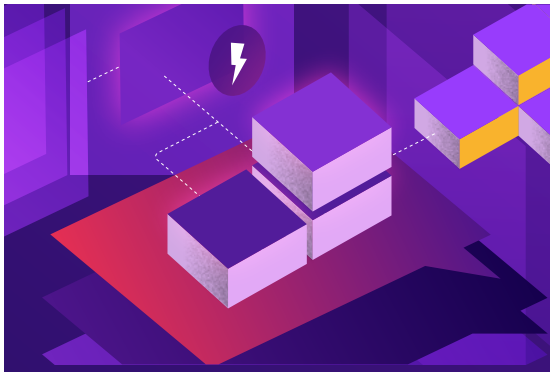
Feedback needs to be contextualized and flavored based on who your customer is. This is why connecting your feedback to your systems is fundamental. Anonymous feedback is worth a lot less than feedback you can tie back to a particular customer This allows you to align with the segmentation you mapped out earlier in this guide, and makes sure you use that lens to understand who is saying what based on which interaction.

Creating that link also means you can connect your survey data and layer it with other sources of data. This could include operational and financial metrics which render your insights even more powerful.

The quality and the relevance of your feedback grows as you allow your systems to connect to one another. The more holistic it is, the more valuable your feedback data becomes.

Finally, when you have all your systems connected, you can include an AI solution like Thematic in the mix. Thematic is an AI text analysis tool that works by uncovering the main themes in your customer feedback and the sentiment behind the text.

Integrating this type of software will get you even more powerful, relevant, and scalable feedback faster than any of your competitors, putting you in a prime spot to conquer the market. Why not try out Thematic on your data with a free guided trial and see how it works for your VoC program.



Turn Customer Comments into Actionable Insights

Thematic makes it easy to improve products and services, with insights that matter in your customer feedback.

Try it on your data!

Setting up your Governance

Next up comes a crucial yet overlooked aspect of building a successful program - governance.

In this guide we'll touch upon some of the most important factors to get right. These are the ones experience tells us are most likely to blindside you and create bigger obstacles:

1. **Clear program ownership:**

   Who has the authority to make decisions on the program, the approach, and the questions? Who needs to be consulted and informed, but does not have the power to overrule the program owner?

2. **Clear action ownership:**

   The people who run the program, and those who are accountable to drive change are rarely the same. Getting commitment from the business to implement the program cannot stop just at implementing the program. It must also include clarity on who is responsible for driving change based on the insights uncovered in the program. This is usually the operations leaders of the area that needs improving.

3. **Agreement on lead metric:**

   Agree with your stakeholders what your primary metric is going to be. Whether it is CSAT, NPS, CES, or any other measure, the key is to agree upfront what success actually looks like. In other words, what customer behavior or sentiment do you want to encourage or foster?

4. **Data Governance:**

   Establish where the data is stored, and who is responsible for its accuracy and relevance. Define how open you want the program to be. Is it open to everyone, are there role-related restrictions, or do you want a single team to access the data and be the gatekeeper. We'd always advocate to be as open as you feel comfortable for greater impact.

5. **Analysis Accountability:**

   Who is responsible and accountable to ensure the data that is captured actually gets analyzed, insights are identified, and recommendations shared?

6. **Established reporting cadences:**

   Who will report to whom and at what frequency? What will the report include? What is the purpose of reporting? Who needs to be held accountable for actioning the insights?

7. **Transparent and clearly documented calculations:**

   Establish how each of the scores in the program are calculated. Are you using averages, net scores, percentages scoring above a certain number, or another method? Whatever it is, define and document clearly how you will measure, when it will be measured, and how frequently. The more clearly you can define the way you measure each metric, the more likely your stakeholders will adopt it.

8. **Escalation points:**

   When a stakeholder does not act upon the insights generated by the program, and does so repeatedly, the program cannot realize the value it promises to the organization. What mechanism do you have in place to escalate this, to unlock the situation, and ensure change does indeed happen on the back of the feedback? Escalation points may feel uncomfortable. But it is a crucial mechanism to put in place to ensure your program can deliver value, even if a stakeholder is hesitant or unable to cooperate.

These points are just the tip of the iceberg, but they have sealed the fate of so many VoC programs in the past. Prepare for those pitfalls and governance may just become a strength of your program.

Starting the Engine - Customer Feedback is the Energy that Powers your VoC Program

Customer feedback doesn't just power your VoC program – it can be the fuel that drives your entire organization forward and takes you to a whole new level of innovation and business growth.

Now we have all the ingredients, it's time to go into the specifics of building a great VoC program. This section is dedicated to helping you define how you capture customer feedback in the most robust, effective, and scalable way.



Collecting Feedback

Collecting customer feedback is the foundation of your program. Collecting feedback is easy. Collecting good feedback is a lot more challenging.

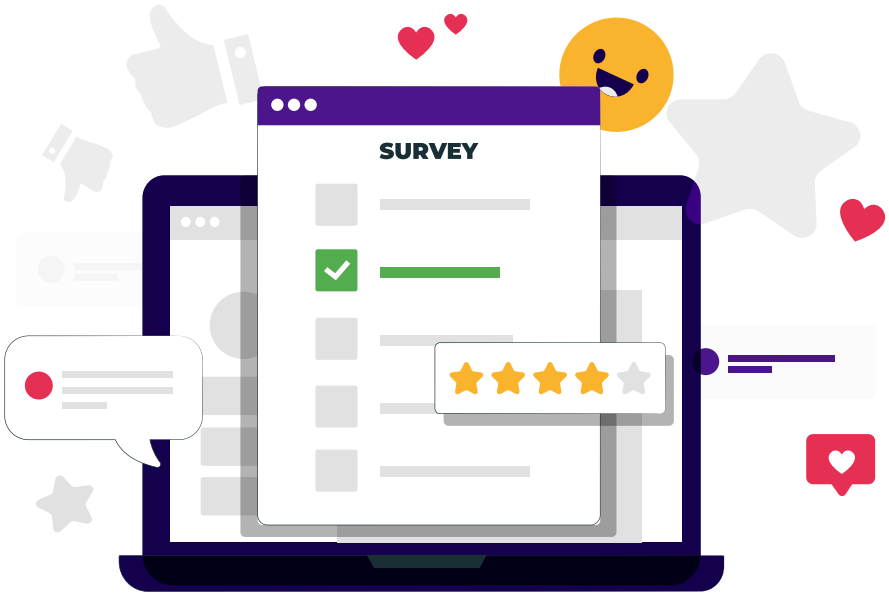
BEST PRACTICES FOR GATHERING GENUINE FEEDBACK.

As we've already established above, surveys should form the backbone of your VoC feedback and you can then flesh this out with other feedback sources. So it's likely that your customer feedback will come in through many channels. This might include email surveys, social media polls, or a dedicated page on your website.

CLEANING AND PREPROCESSING YOUR DATA

Some data may need to be cleaned before it can be analyzed. This is especially true if the data comes from non-traditional sources. For example, you'll want to remove any sensitive or personal information such as names, addresses and emails. With Thematic this is done automatically as you upload your data.

You will also want to filter out unwanted or irrelevant data such as greetings, irrelevant chatter, and any company mentions that aren't feedback. Again, a good AI feedback analysis tool like Thematic will do this automatically.



HOW TO DESIGN YOUR SURVEYS

Survey design is an art and a science.

A single handbook can't do it justice, so like the section on Governance, we'll share some of the best practices for you to follow.

1. **Only ask one thing per question:**
   Each question must contain only one topic. A question that says "How would you rate the helpfulness and knowledge of the agent?" is poor survey design. You will never know if the rating is about the knowledge of the agent or their attitude, or both. How do you know which one to work on if the score drops? You won't. If your question has an "and", an "or", or a list, it probably needs rethinking.

2. **Ensure you clearly label your scales:**
   Scales on rating questions are surprisingly easy to get wrong. Sometimes they are too vague to make sense (poor to excellent). Often the question and the scale do not align, meaning the data isn't reliable.

3. **Always ask the same thing in the same way:**
   If you want to be able to compare results across touch points or departments, it's important to ask the questions in fundamentally the same way. If the question is worded differently (save the specific of the department, product, or channel), it is a different question you cannot compare it as if it was the same.

4. **Only ask about actionable things:**
   Things that are interesting to know but cannot be actioned should not be asked. Only ask questions that you believe you can realistically move the needle on and you are willing to make changes to.

5. **Know when to ask:**
   It may be tempting to ask for feedback exclusively after a successful transaction. This certainly would deliver a high score, and provide short-term accolades and congratulations internally But it would be of limited value as you would miss on opportunities to improve. You want to ask every customer after key interactions in their journey.
   You want to ask either as soon as possible after the interaction, or reach out a few days later after they had an opportunity to reflect on their experience. For example, if you were an insurance provider, you probably wouldn't focus all of your feedback mechanisms upon approving a claim.

6. **The why matters more than the number:**
   Leadership likes to focus on the number, and tracking this metric as a KPI. This is helpful to get a gauge for the direction of travel and whether improvements are having an impact. But the scores are never going to tell you what is wrong. For that you use "open-ended" questions as a follow-up. What you want to know is not what number they rated you, but why they gave you such a score. Innovation and pain points all hide in the comments. This is where the juice is. The number just tells you where to focus.

7. **Short is key:**
   Customers are exhausted. They get more requests for feedback than ever before. Be respectful of their time and only ask questions that you cannot get the answer to in another way. Don't ask "what did you purchase?" or "when did you last visit the restaurant?". You should already know. The rise of sophisticated AI solutions (like Thematic) means you need to ask fewer questions than you did 5 years ago. Today you can usually get away with asking between two and five questions, and at least two of those can be open-ended. Every open-ended question you implement is another opportunity to strike gold.

8. **Beware of the context:**
   In a customer support environment, questions like "was this the first time you reached out about this?" and "did we solve the issue to your satisfaction?" are brilliant questions to ask. It helps you understand how well you are doing. But these are less relevant on a website survey, or in a normal purchase interaction. Likewise, if your customer doesn't have a choice of who they use (think government agencies, for example), don't ask them if they are willing to recommend you.

Bear those eight points in mind, and your survey program will be ahead of most of your competitors in no time.

THE ROLE OF INCENTIVES IN FEEDBACK COLLECTION.

By this point you might be asking yourself, “should I incentivize participation in my research?”

It certainly will help increase odds of engagement, but it will also make your program increasingly expensive. If you do, the value you need to generate for the program to pay for itself is much larger. Avoid compensating if you can, especially at the beginning.

If you feel you must incentivize, make sure you offer eCommerce vouchers or cash rather than discounts or freebies from your services. This goes against the codes of conduct of several bodies in Market Research.

Incentives don’t need to be financial. The most powerful incentive you can give a customer is giving them proof that they are being heard by closing the loop. “You Said, We Did” initiatives involve telling people participating in research how past research improved things. They can be incredibly powerful to get people to participate and to open up, since customers will be expecting their feedback to be heard and acted upon.

When you get wins, celebrate them internally, but also make sure you celebrate them with customers too. That’s often all the incentive they need!

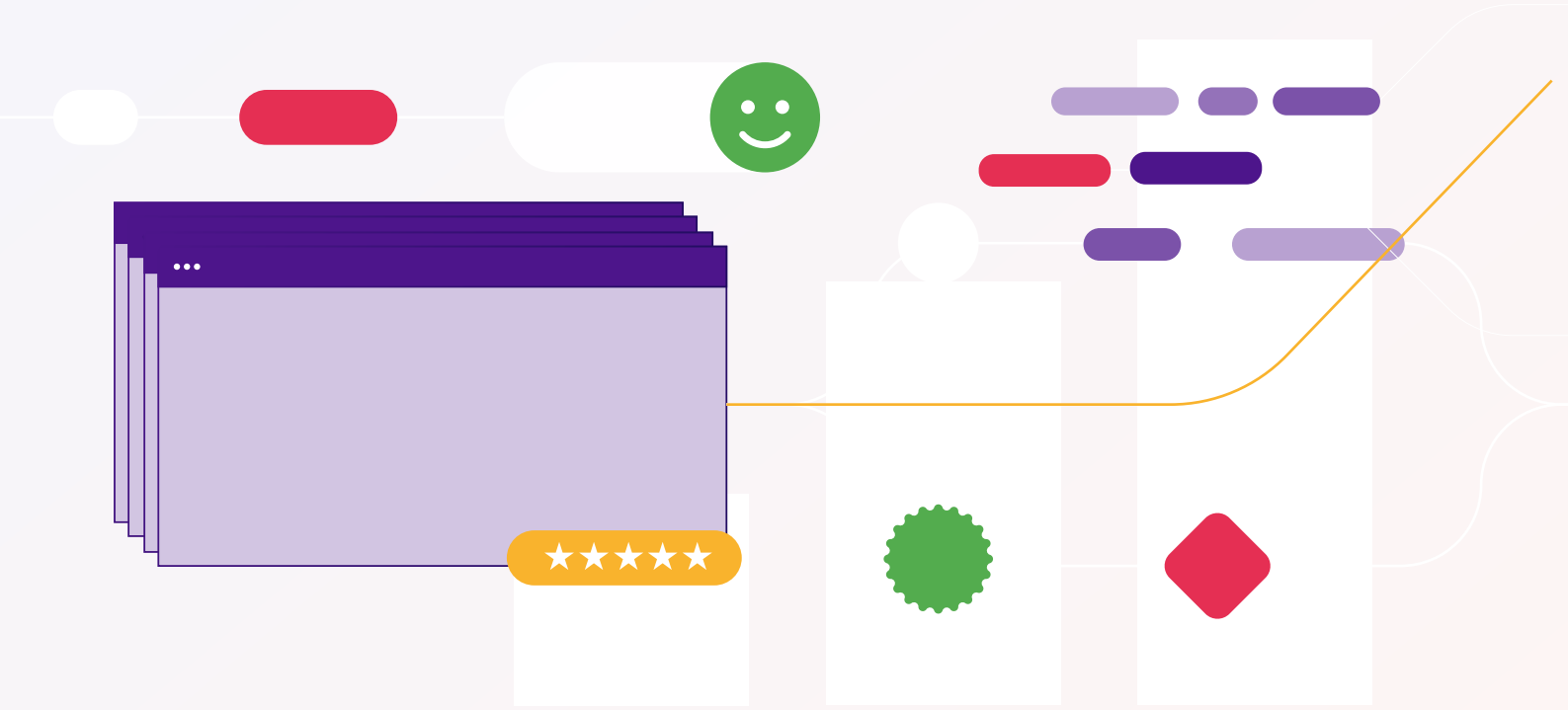
Deriving VoC Insights - Finding gold amongst the coal

How do you go from data collection to knowing what your customers are actually telling you and acting on it?

This is the section where we go from data collected to impact and business growth. This final section of the handbook focuses on four things:

- Feedback Analysis
- Creating insights for business benefit
- Prioritizing improvements
- Implementing changes

This is where Voice of Customer programs deliver the value they promise. Sadly, that's also where many programs stay for years without converting insights into genuine business change.



Analyzing the Feedback

Let's say you have lots of different types of feedback, including customer complaints, surveys, online reviews, and chat conversations. To get a holistic view of the customer, you need to analyze each data channel in a consistent way so that you can compare the results.

This also makes it possible to combine the analysis to get a single view of the customer. You can identify what matters and why to the customer overall, and compare how this differs across touch points or channels.

AI FOR FEEDBACK ANALYSIS

The best analysis practice is to look for patterns and relationships in the feedback, creating codes, themes, and a taxonomy of themes. In this way, you're transforming your qualitative feedback into defined themes or categories, and quantifying them so you can see what is most common and what has the most impact on scores.

The easiest way to do this is to use AI-powered solutions. These days Advanced AI has a very good understanding of the complexity of human language. AI analytics tools can easily transform short, long, noisy, or chatty feedback into themes.

Thematic is a great example of harnessing Generative AI with excellent results. Thematic combines its proprietary AI models with GPT4 to interrogate huge datasets and identify juicy bits of insights in literally minutes.



Using Customer Feedback Analysis Software

Let's take a closer look at analyzing your Voice of Customer feedback using specialist AI tools that extract useful information from large amounts of textual data. Software like Thematic automatically identifies themes in your data, as well as the sentiment in a text. So, how does it actually work?

THEMATIC ANALYSIS

AI feedback analysis tools work by identifying specific topics in your data. For example, you may have recurring topics in your VoC feedback such as "punctuality" or "customer service".

Some analytics software is rule-based. This means you need to build a full and comprehensive list of rules the AI should follow to categorize text data into topics. You may need to update these rules over time as you add new data.

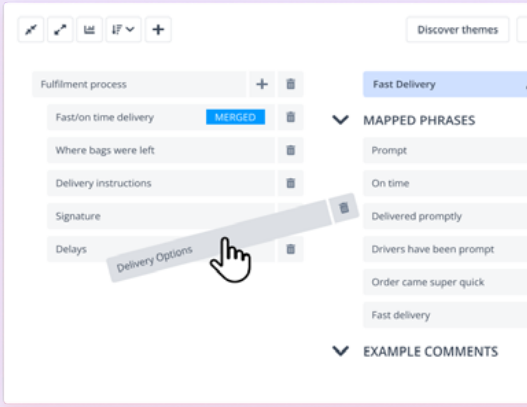
More advanced types of AI analytics software, like Thematic, use Generative AI and machine learning to automatically identify themes. This means you don't need to spend valuable time and effort manually setting up rules. New themes are identified as you add data. You don't need to worry about missing unexpected topics that may be very important for your customers.

Once you have identified your main themes you'll be able to see what's most important to your customers.

THEMATIC EXPERT TIP: BEYOND THE "BLACK BOX"

Many AI analytics tools are built as a "black box" solution where you only see the input and the output. Thematic is built so researchers can see how the AI has worked with the data, and the layers of analysis.

Our software includes a special tool called the Theme Editor that you can interact with in a simple drag-and-drop way. Similar to how you work with software files and folders. you can explore the contents, merge, reorganize, rename and delete themes.



USING THEMATIC TO ANALYZE YOUR VOC FEEDBACK

Thematic has lots of unique features that make it a great choice for analyzing your VoC feedback. Here's a step-by-step guide to using Thematic:

1. **Upload your data**
   First you'll want to connect your customer feedback channels to Thematic. Thematic offers a wide range of ready-made integrations, ranging from Zendesk and Medallia to Trustpilot and Intercom.

2. **Explore your themes**
   Thematic automatically identifies themes in your data in real-time. They are divided into themes and sub-themes so you can easily see which topics are most important to your customers. You can easily track specific themes across all your data sources and see how they change over time.

3. **Modify your themes**
   Thematic gives you total control over your themes. You can modify or delete themes and sub-themes to match your business goals.

4. **Share insights with all team members**
   All of your data is available in one place which makes it easy to share insights. Thematic's intuitive data visualizations and user-friendly interface make VoC feedback easily accessible to every team.

SENTIMENT ANALYSIS

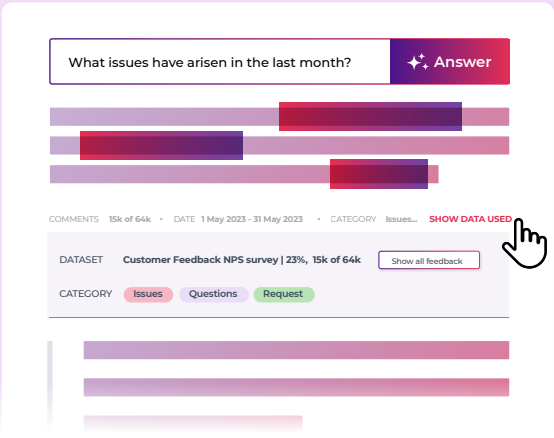
Sentiment analysis is the other half of the equation. Now you have your themes you also want to understand HOW your customers feel about these topics.

AI feedback analysis tools use NLP (Natural Language Processing) and machine learning to detect emotion in your data. For example, the software might grade a customer review as "negative" if it contains indicators of negative emotions such as the words "not happy" or "disappointed".

The most useful way to do sentiment analysis for VoC feedback is to link it to your themes. This is called Aspect-based Sentiment Analysis, or ABSA. An aspect-based algorithm can be used to determine whether a sentence is negative, positive, or neutral when it talks about a specific topic.

THEMATIC EXPERT TIP: ACCESSIBLE FOR NON-TECHNICAL TEAMS

Thematic comes with a handy tool called Thematic Answers which makes it easy for non-technical teams to ask questions about your data. All they need to do is type in their question and Thematic's Generative AI provides the answers.



Augmenting your Data with Operational and Financial Data

Where analytics become truly powerful is when feedback data is connected with your operational and financial data. Adding in context gives you powerful insights.

For example, these insights enable you to look at your data from the perspective of your ideal customer profile, your most profitable customers, or tune out those you are less motivated to keep on your books.

Likewise, you can identify the right operational measures for your business. This could be the right staffing level in your contact center, what most impacts the performance of your operation, or which branch could do with some more support.

Connecting your VoC to your business data takes your program and its potential for impact to the next level.

Prioritizing Improvements

As you analyze your data, you will identify several opportunities to improve things. Far too many for you to actually implement. You will need to prioritize what you invest your resources in. Here are a few pointers to bear in mind when it comes to prioritizing improvements.

NOT TACKLING SOMETHING IS PERFECTLY ACCEPTABLE

It is an acceptable business decision to not act on some insights. There are a multitude of reasons you might decide to ignore some insights.

For example, a free customer's feedback is less valuable than a paid customer's. Likewise, a customer who isn't in your target profile should not be prioritized above those who are.

Finally, feedback that represents nice-to-haves is rarely worth the investment. These insights should be deprioritized in favor of more impactful changes.

CHOOSING THE RIGHT PRIORITIZATION METHODS

There are countless ways of prioritizing your findings. Here are some of our favorites:

1. The Kano Model helps you identify whether an improvement is even required. The theory is that some aspects of the experience need to reach a minimum threshold. After this further improvements add no incremental value (think of a clean toilet in a restaurant versus a perfectly spotless toilet). Others improve linearly (the more the better), and others are never expected but delight the customer (like an unexpected upgrade at a hotel). This model helps you think about where you should avoid investing more than necessary.

2. **The Impact/Effort mode**l works with two attributes. How much impact would an improvement make, and how much effort does it take to deliver this? The impact can be measured both in terms of the volume of customers impacted, as well as the magnitude and the value of the change. The effort should cover all the resources, investments, and the trade-offs involved to make this happen.

3. **Operational Casing** focuses on identifying the financial and operational impact of improving your performance, creating a case for investment and predicted return on said investment

NOT EVERYTHING CAN BE MEASURED

There is an old quote, often attributed to Albert Einstein, that says "not everything that matters can be counted, not everything that can be counted matters". The same applies to customer experience improvements.

Some of the most fundamental changes you may need to implement may not be measured or quantified. Some may not even come from your insights. Sometimes, qualitative ROI and knowing you are focusing on the right thing must be enough.

This is why AI is not going to replace you anytime soon. We need to be informed by our VoC insights rather than let it drive us blindly.

Implementing Changes

Once you have identified which improvements you want to deliver, this is the perfect moment to get buy-in and drive change through your colleagues.

Revert back to the governance rules you have established. You are responsible for the program, and you need to hold other people accountable for implementing the changes you identified. Be an advisor to them, support them, and provide perspective from your work with other teams.

Remember your role doesn't stop once changes are successfully implemented. You still hold overall responsibility for the program, and this includes assessing the impact of those changes.

MONITORING THE IMPACT OF IMPLEMENTED CHANGES.

The value of your program is found in the actions it enables the business to take. And the impact those actions and changes deliver. Your currency is improvement and impact.

You must monitor the impact of any change you decide to implement. Make sure that before a change is implemented, you actually define how you will know if it is successful. What metrics and what gauges do you believe it should move? Make sure to define this ahead of time, and monitor the impact over time. Any changes are yours (and the team implementing) to claim.

This is what will keep your program afloat - delivering change that was informed by your customer feedback.

PLAYING BACK AND CELEBRATING SUCCESSES

When you see that success happen, make sure to socialize it. Celebrate it. Make sure people know about it. This is fundamental, as no one else will do your publicity.

If people don't know the impact you have they will assume that, like most programs, you are not having any. They will assume your program is a tick box to say the job is being done, rather than a genuine business driver.

Play back the successes you have. Play back to your stakeholders as well as your customers. This is what the "You Said, We Did" approach is all about. This is not the time for you to be humble.

Likewise, make sure to frequently share good news from your program. Great customer feedback, especially in their own words, is great fuel to rally the troops.

There you have it. You made it to the end of your Voice of Customer handbook. We covered a lot of distance, and yet, we only scratched the surface of it all. For more content to get you further on your journey, read the Thematic blog where we share regular insights on how to get the most out of your VoC program using AI analytics tools.

Here's to your customer-fueled growth! We look forward to reading your success story very soon.

Ready to get started?

Why not try out Thematic on your customer data and see for yourself why so many companies use us for their VoC programs.

Try out Thematic in your VoC program

BONUS: YOUR CHECKLIST TO VOC SUCCESS

The 10 Essential Steps to Building a VoC Program like a Pro!

Now you have all the tools you need to build your very own state-of-the-art VoC program!

To help keep you on track and set your VoC program up for success, we're sharing a short checklist that summarizes this guide.

- [ ] **DEFINE CLEAR OBJECTIVES**

  Before implementing any tool, it's crucial to have a clear understanding of what you want to achieve with your VoC program. This could include improving customer satisfaction, identifying common customer issues, or enhancing product features. Whatever it is, define it explicitly.

- [ ] **GATHER DIVERSE FEEDBACK**

  Collect feedback from a variety of sources such as surveys, online reviews, customer support interactions, and social media. Thematic's ability to integrate and analyze data from multiple sources will provide a comprehensive view of customer sentiments.

- [ ] **UTILIZE ADVANCED AI ANALYSIS**

  Thematic employs advanced AI, including Natural Language Processing (NLP) and deep learning, to analyze text data and uncover themes from the context. Utilize these capabilities to extract meaningful insights from the raw feedback.

- [ ] **FOCUS ON ACTIONABLE INSIGHTS**

  Look for recurring themes and sentiments that can be translated into concrete actions to improve your product or service. Thematic makes it fast and easy to find actionable insights by bringing everything together in one place.

- [ ] **QUANTIFY FEEDBACK AND MEASURE IMPACT**

  Quantify the impact of specific themes on key metrics like Net Promoter Score (NPS) or customer satisfaction scores. This will help prioritize areas that need attention. Thematic does this automatically, so you know which issues you need to dive into for more detail.

- [ ] **CREATE A CONTINUOUS FEEDBACK LOOP TO DRIVE PROACTIVE CX IMPROVEMENTS**

  Implement a system where feedback is continuously monitored and analyzed. Regularly update your understanding of customer needs and perceptions and adjust your strategies accordingly.

- [ ] **ENGAGE STAKEHOLDERS**

  Share insights with different departments within your organization. Ensure that relevant teams, such as product development, marketing, and customer service, are aligned and can take informed actions based on the feedback analysis. You can only deliver through your stakeholders, so make sure they are bought in. Your success depends on them.

- [ ] **TRAIN YOUR TEAM**

  Ensure that your team is well-versed in the VoC measures and tools. Take advantage of training resources and support offered by Thematic to maximize the benefits of the software

- [ ] **MONITOR AND REFINE**

  Continuously monitor the performance of your VoC program. Use insights from Thematic to refine your strategies and approaches regularly.

- [ ] **LEVERAGE VISUALIZATION TOOLS**

  Thematic offers visualization tools to present insights in an easily understandable format. Utilize these tools for better internal communication and decision-making.

Now it's over to you. Following these steps will help you build your own best-in-class VoC program. But don't forget that Voice of Customer programs are only one link in the chain. To realize the full potential of your VoC program you'll need to build a strong collaboration with both your customer-facing teams and the decision makers in the business. Your VoC program is only as powerful as the change and improvements it drives within your organization. That's the recipe for VoC success!