



Our Business Consultants can help you implement a Voice of the Customer program with actionable information to improve customer service.

- Understand how to gather actionable customer feedback
- Start utilizing feedback to improve your customers' experience
- Improve customer satisfaction and loyalty
- Strengthen your brand and increase revenue
- Increase revenue by proactively resolving negative feedback

» Business Consulting

Customer Satisfaction - Building a Successful Voice of the Customer Program

Are you measuring customer satisfaction and taking action on your customers' feedback? One of the most important KPI's any contact center needs to measure is how their customers feel about their experience.

Our professionals will work directly with your team to optimize or implement your Voice of the Customer program to enhance satisfaction, increase revenue, and improve your brand loyalty.

Our experts will help you:

- Understand the importance of creating outcome measurements based on strategic outcomes
- Identify key aspects of a successful survey
- Realize the impact of implementing actionable questions
- Report on measurable criteria and critically analyze data
- Understand the importance of timely and effective feedback
- Obtain customer feedback and act on gathered information

What Will You Get?

The engagement is divided into four phases: Analysis, Discovery, Gap Analysis, and Presentation of Recommendations.

After the review is complete, our consultants will present their top recommendations which highlight potential ROI, brand recognition, and customer experience enhancements. In addition, we will review your custom-designed survey(s), and provide you with a customized final report detailing best-in-class recommendations discovered through gap analysis. This playbook will provide step-by-step instructions on how to implement a brand new Customer Response Program, or significantly enhance your existing program.

Here's what we'll do in each of the four phases:

ANALYSIS (Week 1, Remote)

- Conduct an introductory kick-off call to validate mutual goals and expectations
- Begin data collection and baseline current program data / Key Performance Indicators (KPI)
- Place test calls to obtain first-hand experience of your existing customer survey program, if applicable

DISCOVERY (Week 2, 1-2 Days On-site)

- Understand business processes and challenges
- Conduct key stakeholder interviews with key members of your customer-facing organizations
- Observe a sample size of agents who interface with your customers on a daily basis
- Review existing documentation and business practices

GAP ANALYSIS (Week 3, Remote)

- Review analysis and discovery findings
- Determine gaps in program functionality and design
- Identify best practice solutions for your successful Customer Response Program
- Complete a comprehensive assessment and recommendations document

PRESENTATION OF RECOMMENDATIONS (Week 4, Remote)

- Provide a high-level overview to key stakeholders
- Highlight the process, analysis, and key recommendations
- Review your custom-designed survey(s) and associated skip logic
- Provide soft copies of your custom-designed survey(s) and Final Report

To learn more or to request a detailed proposal, please email us at BusinessConsulting@incontact.com.