

EMPOWER YOUR MANAGERS, LEADERS, AND EMPLOYEES TO TAKE THE BEST POSSIBLE ACTIONS ON REAL-TIME CUSTOMER FEEDBACK

### CONSIDERATIONS WHEN CHOOSING A VoC PROGRAM

**Are you using validated survey questions based on a solid customer experience model?** Without a valid model to show you what matters most to customers, it's easy to measure the wrong things and take the wrong actions.

**Will you be able to provide benchmarks?** Without relevant external norms, it may be hard to interpret the data received. What does great look like?

**Will you be able to take immediate action on feedback?** Delaying critical feedback means lost opportunity. Instant alerts to managers when a customer needs follow-up action should be part of your approach. Quickly closing the loop and tracking actions encourage customer focus and hold managers accountable.

**Will your survey program present your company in the best light?** A professionally designed and managed program says to your customers, "We care about your experience."

**Will you be able to leverage the data you gather?** It's easy to get lost in the data. Make sure customer feedback is accurately analyzed and directs the right organizational changes.

**Will enough customers participate to give you confidence in the results?** Response rates need to be high enough to generate useful, valid insight and convince any naysayers that this represents the true customer view.

### RESULTS OF PEOPLEMETRICS VoC SOLUTION

**New Business Leads Unearthed**  
B2B Telco provider uncovered 260 new business leads in six months through a systematic customer feedback process.

**\$100,000 of New Revenue Captured**  
Professional Services company discovered an untapped client need and closed \$100,000 in new business.

**Significant Improvements in Customer Service Realized**  
B2B Communications provider identified key drivers of Customer Engagement and increased service excellence by 13 points.

**Dollar Value Assigned to Great Service**  
Casual Dining Chain calculated the value of one piece of Guest Recognition to be \$9, estimated to bring in an additional \$1 million in revenue owing to improved customer service.

**The Number of Problems Reduced**  
Luxury Aviation Services company realized a 13 point increase in Customer Engagement along with a 3 point drop in problem incidence (equal to 6,000 fewer customer problems/ year).

### CLIENT TESTIMONIAL

PeopleMetrics helps to provide useful insight into our Customer Satisfaction and Engagement scores in a way that enables us to uncover those critical drivers needed in order to improve how we approach our customers and their ever-changing requirements.

Mike Travers | Strategic Analyst  
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### Shifts in Engagement and Problem Incidence (over 3 years)

