Use You VoC Program to Quickly Answer Strategic Market Research Questions

PeopleMetrics presents

#CXSecrets with Sean McDade

Use Your VoC Program to Quickly Answer Strategic Market Research Questions

Video Transcript

Hi I'm Sean McDade, Founder and CEO of PeopleMetrics. We are a software company that helps organizations measure and improve the customer experience. I'm super excited because I'm writing a book on how to create a great Voice of the Customer (VoC) program that yields ROI for the organization. As part of that process, I have some ideas I'd like to share with you.

Today's idea is how market research and Voice of the Customer programs are converging.

I broke into this industry like a lot of people in customer experience -- in the market research world. I worked for a large market research company, and I've done a variety of different market research-type programs that are really valuable. And now, since 2002, I've been in the customer experience space with PeopleMetrics. We see how Voice of Customer programs (also called Customer Experience Management programs, which are basically the same) are becoming the single source of truth for most organizations with regard to how the customer feels about the experience.

Typically these programs happen continuously -- they're going on all the time, folks are following up on feedback where the experience isn't the greatest, etc. -- and so it involves the whole organization in many ways. But what's still happening is there's key market research questions that need to be answered - What new logo should we go with?

Does this new menu item appeal to you? What about the advertising or positioning message that we're about to go out to the market with? These are important questions to be answered.

What we're seeing, which is really exciting, is market researchers using Voice of Customer programs to answer these questions on a periodic basis. At PeopleMetrics, we call these a "Hot Swap," where we have a strategic market research that rotates within our core Voice of Customer tracking programs. It allows folks to get answers to these key questions, it allows them to do so in a really quick and inexpensive manner, and it happens in real time. It could take days to get this answer rather than weeks or months.

The beauty of this is that it allows market researchers to save their budget for really complex, hard-to-design studies that require much more budget than having a quick answer to a strategic problem. We're seeing a lot of convergence between the two areas and indeed, there are market researchers who are involved in customer experience programs quite often, so this makes a lot of sense.

I think it's really exciting - and if you're not thinking this way, I would encourage you to do so. I think it's a win-win for everyone.

Nice to see you today and we'll see you soon!

Watch this video:
https://hubs.ly/H0bCtxt0

Talk to PeopleMetrics about your Voice of Customer program:
https://hubs.ly/H09_qy_0