

**CASE STUDY: TECHNOLOGY
VOICE OF THE CUSTOMER (VOC) CLIENT**

A B2B tech company has embedded customer feedback to such an extent it now drives operational excellence.

THE PROGRAM

A technology company came to The Chapman Group (TCG) seeking actionable insights from their VOC survey data, specifically related to product performance. Their focus is on providing innovative and reliable resources for technology solutions that support business processes and provide business intelligence that help organizations increase productivity, achieve operational efficiencies and keep their assets moving. Their desire was to tie product and customer satisfaction to strategic initiatives as well as employee performance metrics and rewards programs (i.e., year end bonuses).

The VOC program data is a critical component in understanding how well each product meets or exceeds customer needs and expectations, and, where it may be falling short. It provides valuable information that helps drive product improvement efforts in the form of regular product updates and releases, as well as guide employee compensation planning. By setting the bar high (4.3 out of 5), they can identify products that are performing well, those that require refinement, and keep employees motivated to be customer-focused.

WHAT WE DID

TCG helped the company develop a VOC survey program focused on collecting the data needed to drive product and organizational excellence. We also provided best practice guidance on:

- Data sampling techniques (high, wide, deep)
- Effective communication strategies
- Relevant question structure, survey flow and methodology
- Processes to “close the loop” when feedback falls below a threshold
- Implementation of a regular survey schedule for program sustainability and benchmarking
- Reporting customer satisfaction metrics, product scores, Net Promoter Score®, Loyalty scores, and insights into the drivers that most influence these KPIs

The VOC program helped the company establish performance benchmarks and just as important trends customer satisfaction. Any contact who rated a product in a manner that did not meet performance requirements (under 4.3 out of 5), was automatically enrolled into a follow-up/action planning process to ensure gaps were understood, documented, and appropriately addressed. Support Teams and all functional team members are engaged and invested in the execution process and the overall VOC program – which hold the organization accountable for performance, empathizes their focus of being customer-centric, and driving relationship improvement in the form of more satisfied and loyal customers.

AT A GLANCE**Challenges**

- Uncertainty in accurately gauging the extent to which customer needs/expectations are met by specific products
- Lack of performance metrics

Benefits

- Trackable product-specific metrics that drive innovation and change
- Increased employee engagement and performance-based compensation
- Improved customer satisfaction through product-driven action plans
- Prestigious award winner for Sales & Customer Service in Technology Industries



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"What makes this program so successful is CEO buy-in. C-Suite investment is the game-changing agent.

When everyone, from the top down, is invested in operational excellence, it elevates EVERYTHING and EVERYONE involved from good to great."

Lisa Gaskin
Managing Partner &
Director of Client
Success

THE OUTCOMES

The company uses ongoing customer feedback to assess corporate performance, guide product enhancements, and reward employees. This process resulted in them winning a prestigious award for Sales & Customer Service in Technology Industries. They have embedded customer feedback to such an extent that it drives operational excellence throughout the organization.

And excellence is celebrated: the results of the survey are publicly published each year. Everyone in the company, from C-Suite to employees to end-user, benefits from the success of the program.

ROI

- An award-winning, internationally recognized customer success program
- Increased employee engagement based on shared profits and performance outcomes
- Ability to track product-specific metrics and trends
- Product-driven action plans for improvement that lead to 1) higher quality, more reliable products and 2) more satisfied end-users

KEY TAKEAWAYS

An award-winning CX program means a company is bringing its A-game. Customer experience, after all, is only as good as the products available and the teams delivering them. An ongoing, structured, and C-Suite-supported VOC program is a crucial component in ensuring a company is operating at peak performance. The world moves fast these days—especially in the realms of technology and logistics—but trackable metrics have allowed our client to stay ahead of issues/potential issues before they become significant. For example, a major request from customers, implemented in 2021, was a chat feature embedded within applications that gives them a direct personal connection, and easier access, when they are looking for support. From the CEO to engineers to customers, everyone has a stake in the game. Everyone wins, together.

The ROI of the VOC survey extends beyond data insights, customer retention, and product refinement. It impacts employee performance, commitment, and engagement. Whether it's improving product development, educating end-users, understanding user demographics, or building effective training materials, the potential for growth with this data is substantial. This approach influences both corporate- and individual-level behavior in the organization. They've embedded customer feedback to such an extent, it is a driving force behind operational excellence.