

UNFILTERED FEEDBACK. ACTIONABLE INSIGHT.

A Voice of the Customer survey delivers unfiltered feedback about your brand, services, and products. It's a powerful tool in your arsenal to enhance customer relationship management and sharpen business development.

**STRUCTURED INTERVIEWS
DEMONSTRATED COMMITMENT**

Why conduct a VoC?

- Know what your customer REALLY thinks
- Develop your unique value proposition
- Show: You care. You want to know. You listen.

EXPERIENCE

We have conducted VoC assessments in classified and unclassified environments for a wide range of clients from large aerospace firms to small businesses and nonprofits.

SUPERIOR CUSTOMER EXPERIENCES:

Grow revenues **4-8%** higher than their competition

Result in **6-14x** higher customer lifecycle value

Source: Bain and Co., *The Five Disciplines of Customer Experience Leaders*, April 2015

OUR PROCESS. SIMPLE, YET POWERFUL.



Prepare: We clarify your objectives, identify your customer, and craft questions to get you there.



Reassess: We revisit the process regularly to keep your finger on the pulse of customer sentiment.

Interview: We conduct phone interviews with current and past customers, suppliers, employees, partners.



Recommend: We deliver prioritized, actionable recommendations and plans for customer follow up.

