customer care measurement & consulting

Voice of the Customer (VOC) Survey Assessment

You don't need more surveys - you need better surveys.

You repetitiously field customer satisfaction surveys, but the needle doesn't move.

You have plenty of survey data, but the numbers don't seem to add up.

You feel as though the voice of the customer is loud and clear, but the priorities for improving the customer experience are muddled.

In truth, most companies don't need to do more surveys to create a better customer experience; but many ought to be more intentional about improving the effectiveness of their surveys.

CCMC's VOC Survey Assessment offers a tailored blueprint and an implementation plan for aligning your customer surveys with best practices and achieving a better ROI for your efforts.

Coupling a rigorous review of your existing customer survey approach with CCMC's expertise in building world class survey programs, the **VOC Survey Assessment** provides a proven strategic footprint and tactical toolkit to move your organization from measuring to managing the customer experience.

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CCMC's VOC Survey Assessment is accomplished in three simple steps:

Step 1
The gaps between your current survey efforts and best practices are identified for all aspects of survey design and implementation including questionnaires, sampling techniques, fielding methodologies, analytical plans, and reporting protocols.

Step 2
Data from your existing surveys are repurposed to validate the integrity, reliability, and actionability of your results. Key driver analysis, economic modeling, and other innovative statistical and analytic techniques are used to identify methodological and analytical enhancements to optimize your survey results.

Step 3
Selected key stakeholders are engaged in a dialogue to reveal how survey results are used, where there may be unmet customer intelligence needs, and the potential barriers to transforming the survey program. One-to-one interviews with these influencers are essential to moving the organization towards a consensus-centered plan for upgrading survey practices.

A comprehensive *Methodology Brief* is prepared and delivered in a round table briefing to summarize the assessment recommendations and implementation plan. Most importantly, the output from CCMC's VOC Survey Assessment enables your organization to improve its customer survey ROI by ensuring that your surveys:

- Are aligned with methodological and analytical best practices
- Yield trustworthy data that can be used for strategic planning and trending performance
- Are intentionally designed to produce actionable results
- Are harmonized and coherent so that the priorities for improving the customer experience are clear
- Facilitate accountability for taking action to improve the customer experience