



Voice of the Customer (VoC)

VoC refers to capturing customer needs, preferences, feedback and aversions. It is a key input for defining objectives.

Gathering VoC:

- Surveys with specific experience questions
- In-context research like shop-alongs
- Monitoring ratings, reviews and complaints

VoC Insights:

- Pain points and frustrations
- Desired outcomes and criteria
- Preferred interactions and journeys

Translating VoC:

- Cluster insights into needs and expectations
- Prioritize using importance and frequency
- Map to process steps and touchpoints

Guiding Principles:

- Go beyond NPS and CSAT for richness
- Gather VoC regularly to detect changes
- Complement VoC with observational data

Benefits:

- True north for experience improvement
- Guide development of new offerings
- Optimize processes on key expectations
- CTQ metrics traceable to real needs

Implications:

- Anchor processes on contextual VoC over internal measures
- Supplement with behavioral data for the full picture

VoC brings the outside-in view to align operations with wants. This sharpens focus on moments that truly matter.