



Disconnect Between VoC and KPIs

Organizations often define KPIs without connecting them to customer needs. This causes a disconnect:

Typical KPIs:

- Cost metrics: headcount, unit costs
- Efficiency metrics: utilization, yield
- Volume and scale metrics
- Financial metrics

Customer Needs:

- Outcomes like quality, timeliness
- Experience like convenience, ease
- Relationships like care, trust

Risks of Disconnect:

- KPIs drive internal efficiencies over customer value
- Resources get allocated to move KPIs not VoC
- Customer satisfaction declines over time

Avoiding the Disconnect:

- Co-create metrics with customer input
- Map KPIs to VOC using CTQ tree
- Audit KPIs periodically for relevance

Benefits of Connecting KPIs to VoC:

- KPIs become true drivers of customer value
- Focus on metrics that matter most
- Increased likelihood of customer satisfaction

The disconnect between VoC and KPIs is a key reason why successful businesses falter. Connecting the two sustains customer centricity even during growth.