Understand
Your Customer Needs

Voice of Customer Quick Start

As more businesses compete on the quality of customer experience, it's essential these organizations meet customer expectations. While many businesses believe they understand customer needs, their customers don't agree. Closing this empathy gap requires the "voice of customer" to be included in the conversation. In other words, businesses can't rely solely on data to execute a customer-centric strategy.

With Blast's Voice of Customer (VoC) solution, our experts will help your team execute our VoC framework of "ask, analyze, and act." First, we'll set up a process for collecting feedback from your customers. Then we'll analyze the data for key insights regarding the customer experience, including what works and what doesn't. Finally, we'll turn these insights into actions that will **EVOLVE** your customer experience and, ultimately, close the empathy gap.

Benefits

- Better understand your customers' actual needs

- Gain actionable steps to improve your customer experience

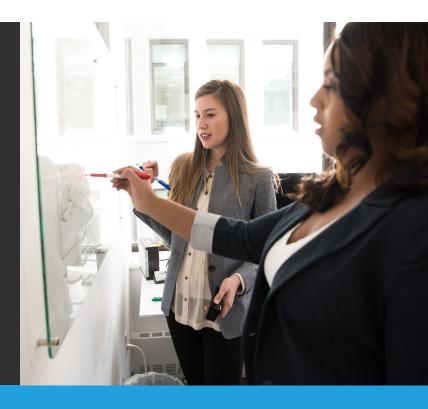- Strengthen customers' engagement with your business
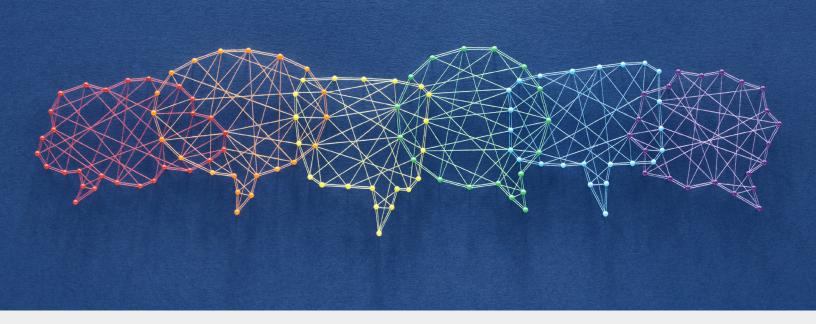
- Achieve greater customer satisfaction

- Increase revenue and profit

- Improve customer loyalty

Scope

- **Kickoff Meeting** – Understand business key performance indicators (KPIs) and VoC goals; introduce VoC program and process
- **Voice of Customer Tools Implementation** – Set up tools, if VoC tools aren't already in place; create and launch tools, such as customer surveys, feedback widget, and social listening to start collecting data
- **In-Depth Analysis** – Thoroughly analyze the available data to uncover key points of friction and opportunities to improve the customer experience
- **Voice of Customer Findings Presentation** – Present key insights regarding the customer experience and recommendations on how to take action (e.g., how to close the feedback loop, optimize the on-site experience, etc.)

Deliverables

- **VoC Tools Setup**
- **VoC Planning Guide**
- **VoC Findings Presentation**
- **VoC Recommendations List**

Common Supported Platforms

- Survey Monkey
- Qualtrics
- Hotjar
- Sprout Social
- Google Forms

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