



Are Your Employees Listening to the Voice of Customer (VoC)? They Should Be.

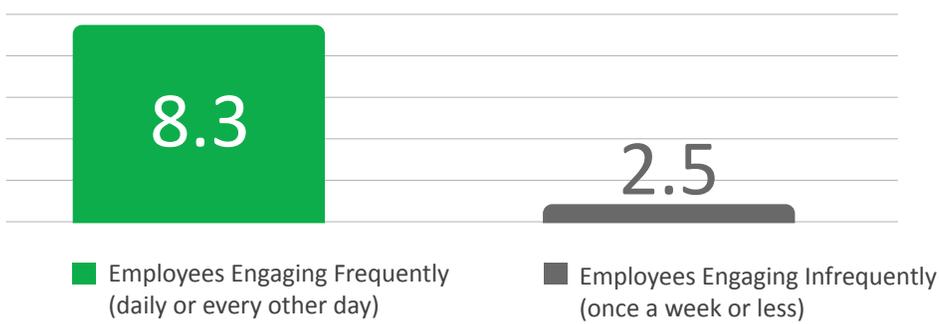
Did you know?

Companies with employees actively monitoring the VoC improve their NPS or Overall Satisfaction significantly faster than companies with employees who aren't.

It has been a long standing tradition for organizations to keep their employees away from customer feedback. "They aren't trained to interpret it". "It will have a negative impact on their morale". "They will be distracted from their primary job". We have heard them all.

Just as Social Media created a shock to the system for public relations (PR) departments, so high volumes of real-time customer experience feedback have also created a change in the research (and operations) departments. With Social Media, proactive PR departments saw an opportunity, not a threat. Customer-centric organizations and their research departments see customer feedback in the same light. They see an opportunity to create transparency that will enable more rapid change at all levels of the organization. For those leading the way, the results are impressive.

Reward outweighs risk: Sharing customer feedback with your frontline



In the first half of 2016, our clients with employees who are actively listening to the voice of the customer – employees who, on average, use the information at least every day or every other day – saw their **average NPS or Overall Satisfaction scores (depending on the key metric used) increase by 8.3 points over 2015 full-year figures. (NPS and OSAT scales have been normalized for accuracy of averaging purposes).**

Over the same timeframe, our clients that have employees who are less engaged with the voice of the customer – **employees who, on average, use the information approximately once per week or less – saw an average NPS or OSAT lift of just 2.5 points.**

Not only do the top companies have employees who pay more attention to the voice of the customer, but these **top companies actually share the information openly with 4x more employees than those with a lesser engaged team.** Increased transparency. Increased engagement. Increased results.

