

01

DEFINE



Closely align your VoC program with overall business goals to establish clear objectives and success criteria.

62%

of global consumers switched service providers due to poor customer service experiences.



03

LISTEN



Combine customer, employee, and market feedback from multiple channels with business system data to ensure rich insight.

92%

of companies that consider customer experience to be a key differentiator collect customer feedback via multiple channels.



05

ACT



Utilize an automated system that delivers actionable insights enabling you to quickly achieve both tactical and strategic goals.

Up to 125%

increase in profitability by reducing customer defection by just 5%.



02

DESIGN



Design your VoC program to deliver both tactical and strategic benefits that are mapped to key business objectives.

42%

of companies say that customer retention is the main reason for investing in the customer experience.



04

ANALYZE



Analyze structured and unstructured data to get an accurate picture of the issues you need to address.

66%

of companies view real-time metrics as very important but only 8% of companies have them.



Sources:
1. <http://bit.ly/1hGPkke>
2. <http://bit.ly/1F195kG>
3. <http://bit.ly/1UfFJ6>
4. <http://amzn.to/1FXRSDj>

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