

5 Things To Know About Voice of Customer in 2021



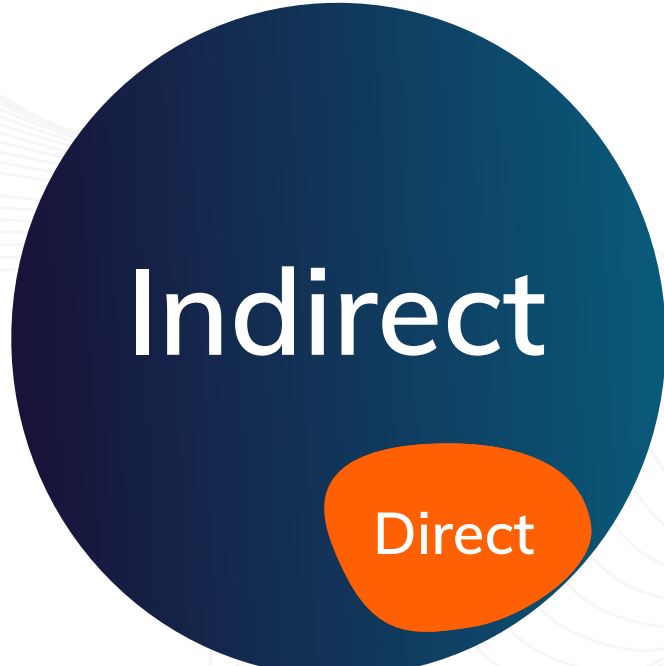
When it comes to Voice of Customer, taking action sets outstanding CX organizations apart from the crowd. The channels and measurement methodologies you use play a critical role in identifying the most impactful actions you can take.

Here are 5 things you need to know about Voice of Customer.

1

The **real customer voice** lives in the channels your customers **already use**.

Surveys complement the customer voice and serve an important benchmarking purpose. Still, they only address the questions you know to ask. Indirect feedback, sourced from the channels your customers already use, has proven to be the most valuable source of CX insight — without it, it's impossible to see your customer experience as your customers do.

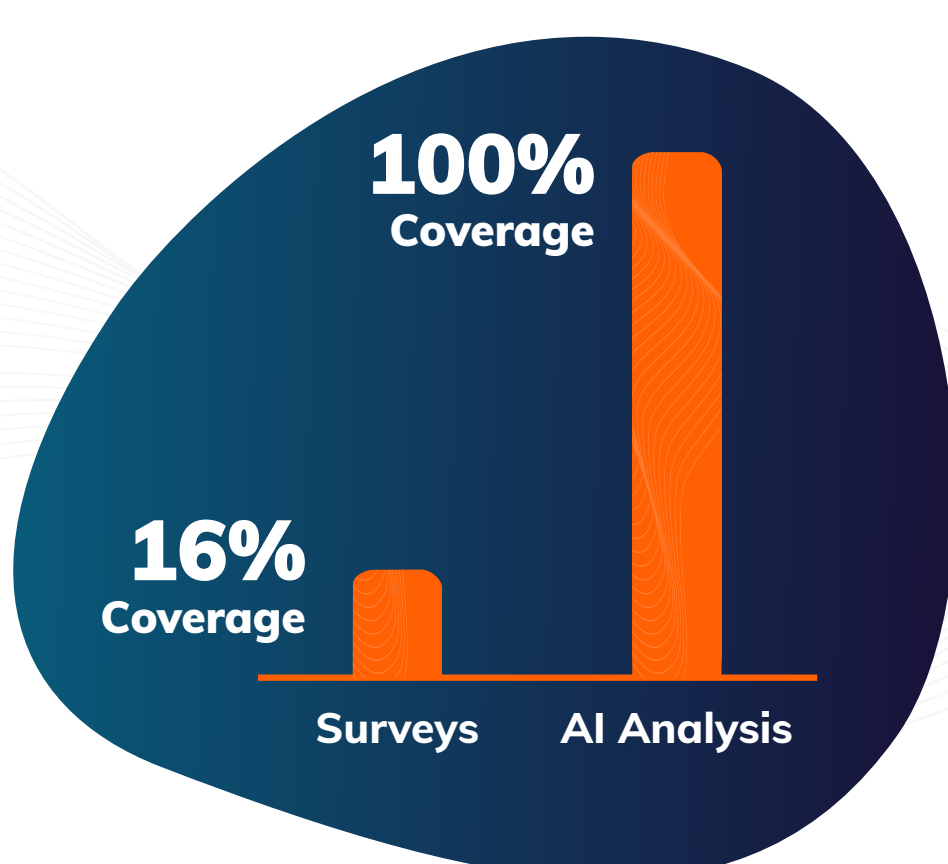


>90% of raw feedback and sentiment data is indirect.

2

Sentiment analysis \neq survey results.

To improve CX, you need high-quality quantitative data and verbatims that tell a clear story about all customers' experience. Companies that equate survey results with customer sentiment only scratch the surface — there's a more complete, more valuable sentiment story based on data they already have. AI technology helps you understand and harness raw verbatims from all customers in any channel and make decisions confidently.



3

Not all **customer feedback** is created equal.

Especially in a B2B context, you must consider the nuances of customer relationships in evaluating feedback. Without considering the number of customers that feedback affects and the dollar value of that feedback, it's impossible to build a strong business case — choosing one or the other can lead you to overinvest in the wrong direction.

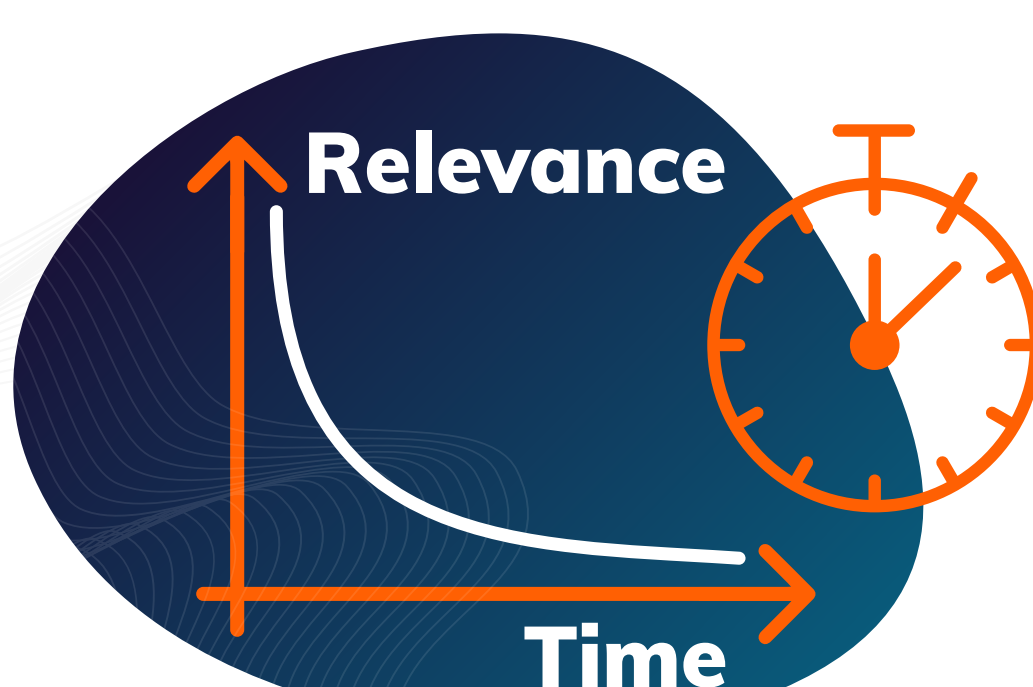


4

Whoever said '**better late than never**' wasn't running a **high-performance CX team**.

Listen to what customers are motivated to tell you when they tell you, rather than wait to distribute surveys at prescribed points along the customer journey. The customer experience unfolds in between survey checkpoints, and by the time customers are filling out a survey, your window to impact that customer's experience has closed.

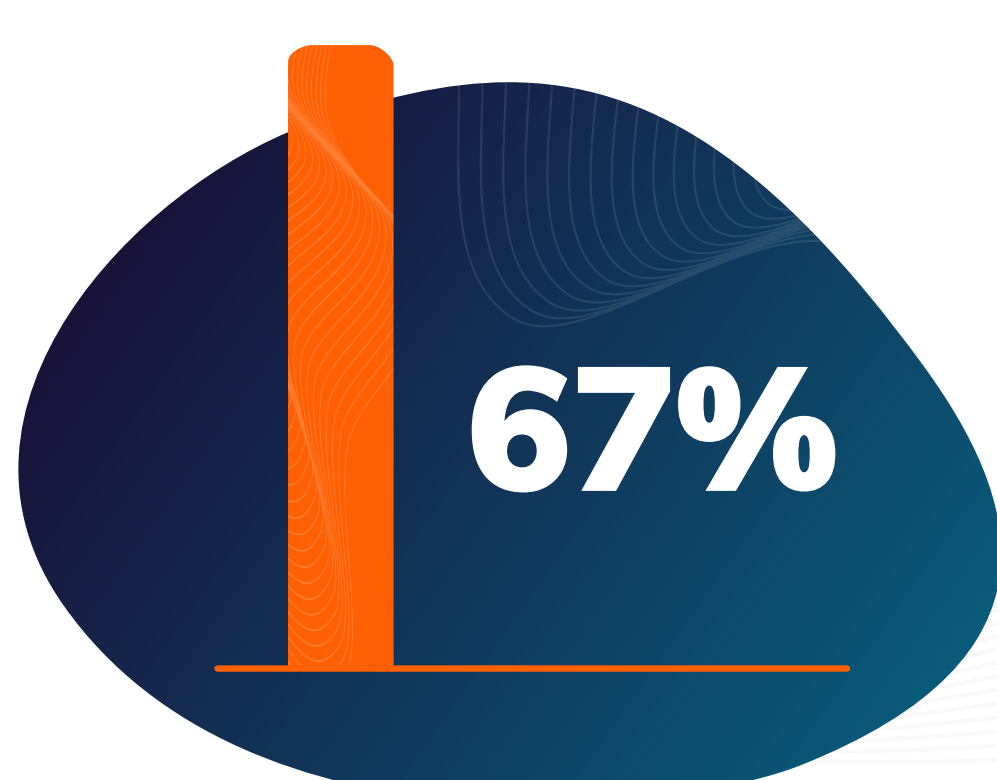
The average product survey takes **90 days** to impact CX and **180 days** to impact the roadmap.



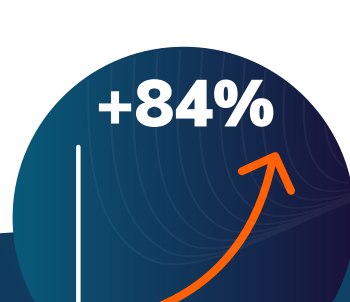
5

If you can't **measure CX**, you can't **improve it**.

Traditional CX measurement methods can mask critical CX flaws, and more importantly, ignore feedback from the majority of customers who don't engage with surveys. AI-driven Intelligent KPIs are emerging as a complete, objective, and actionable set of new measurement standards.



67% of CX leaders say they lack a reliable way to measure whether their actions are effective.



Voice of Customer Ops activates 84% more customer feedback, faster. VoC Ops differs from traditional VoC programs by focusing on actions that improve CX with data-driven, incremental, and iterative steps instead of gathering survey responses.

- Unify** your customer voice from every channel
- Measure** sentiment and effort on 100% of conversations
- Activate** more feedback when it matters

Frame AI is the engine that powers Voice of Customer Ops.
Talk to our team to learn more about getting started.