

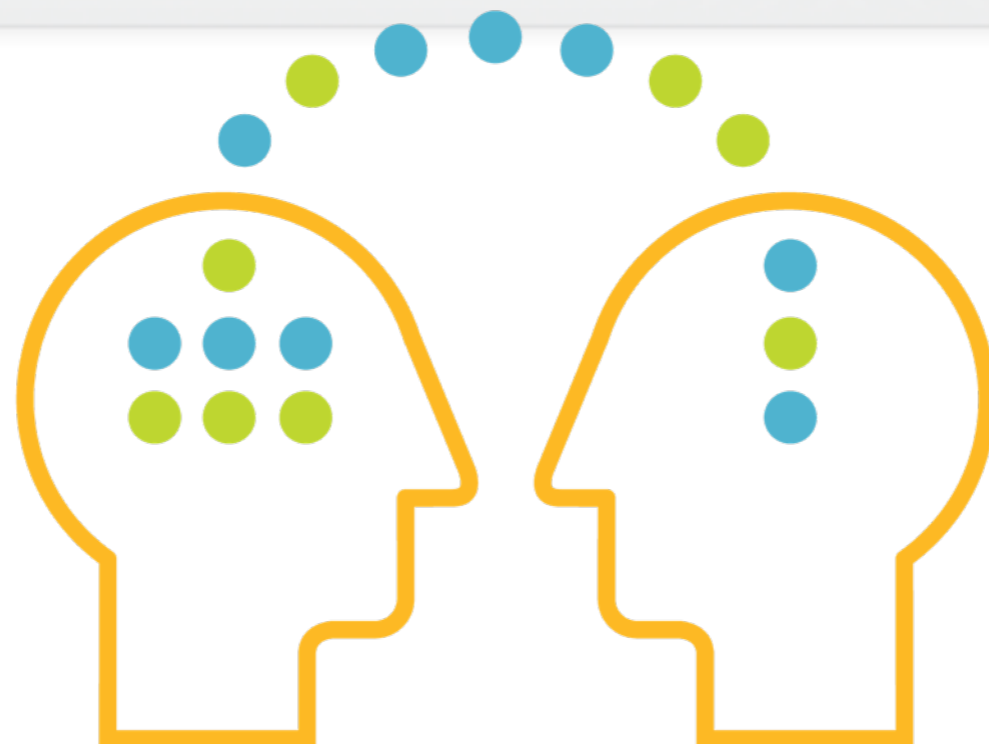
Customer Surveys: What Are They Good For?

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About Us



Background and Expertise

- ▶ Professional services company founded in 2001
- ▶ Specialists in agile customer feedback programs
- ▶ Services include usability testing, continuous survey programs, and syndicated research

Things People Say Behind My Back

“Customers hate taking surveys.”

“By the time we get the data, it’s too old to be useful.”

“The questions aren’t relevant to my team.”

“The survey doesn’t tell us anything we didn’t already know.”

“The survey hasn’t changed since before Twitter.”

“We can’t get resources to fix the problems customers complain about.”

“The survey doesn’t tell me how to improve.”

The Dirty Secret of the Survey Biz

These Things Are All True

Many (Most) Survey Programs

- ▶ Leave customers feeling ignored
- ▶ Focus on measurement, not improvement
- ▶ Don't adapt to changing business needs
- ▶ Don't deliver feedback to people who can use it

So why do surveys at all?

Customer Surveys Do Work!

- ▶ A contact center client improved operational efficiency by fixing problems identified through customer feedback
- ▶ A telecom client improved customer loyalty and satisfaction by using customer feedback to coach front-line employees
- ▶ A B2B client persuaded leadership to invest in initiatives using audio recordings of customer interviews

Rethinking Customer Surveys

- ▶ It's not about measurement. It's about **letting customers communicate** with us.
- ▶ It's not for tracking metrics. It's for **development and improvement**.
- ▶ People don't learn through analysis. They learn through **rapid, relevant feedback**.

Key Principles

1. Respect and listen to customers and they will want to give feedback.
2. Always be collecting feedback from customers.
3. Adapt the customer feedback process to evolving business needs.
4. Disseminate customer feedback in real time throughout the company.
5. Target surveys to customers who are likely to tell you something you don't know.

Things You Can Do

First: Understand the purpose of your survey

- ▶ Tracking customer satisfaction
- ▶ Employee coaching
- ▶ Process improvement/efficiency
- ▶ Setting strategic priorities (getting budget)
- ▶ All Of The Above

Just Do It

- ▶ It's better to just call a few customers than not have any feedback at all
- ▶ Speed and flexibility are more useful than having the perfect survey

Close the Loop

- ▶ Read customer comments.
- ▶ Follow up on problems.
- ▶ Call customers back to resolve issues.

Fixing problems one at a time is often more useful
than trying to go for the Big Solution

Respect the Customer

- ▶ You are asking the customer a favor
- ▶ Keep the survey short
- ▶ Keep the survey relevant
- ▶ Don't mix market research and operations

Real-Time Front-Line Feedback

- ▶ Deliver customer feedback directly to employees who impacted that customer's experience
- ▶ Include as much voice-of-the-customer as possible

We Know This Works, But Why?

- ▶ Customers want to be heard, and will respond to a sincere attempt to listen
- ▶ Employees want to help customers, and appreciate honest feedback
- ▶ Intrinsic motivation is more powerful than financial rewards

Stuff You Should Remember

- ▶ Surveys are the only way to get an unbiased view of the customer's side of the story
- ▶ Surveys do work, when well-designed with a clear purpose
- ▶ Be Fast and Flexible, Respect the Customer, and Listen!

Thank You!

Contact me with questions or to request a copy of the slide presentation

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