



Act on It: The Power of Responding to VOC

Timely Action on Customer Feedback Builds Stronger Executive Relationships

When conducting voice of the customer (VOC) programs, it is important to quickly and thoroughly act on customer feedback, especially when seeking input from senior executives at key client companies. This will strengthen and enhance partnerships. Conversely, failing to act on this feedback will reinforce concerns and negative perceptions that clients already have about your company.

Most Issues Not Fully Resolved – The Unwanted 80/20: Several years ago, we re-evaluated a client's strategic customers to obtain updates on our client's account health and to understand how well they addressed their customers' concerns that were previously shared with us. The results showed that 20% felt their earlier issues were fully resolved, 60% partially resolved, and 20% not resolved. This reflects an undesirable 80/20 outcome: 80% dissatisfied and only 20% fully satisfied. This represents more than \$300M worth of total contract value!

Rich VOC Works: Despite the remaining baseline issues, the overall health scores increased by 13% - from 4.6 to 5.2 on a 1 to 10 scale. The accounts continue to be in the vulnerable range; however, but this is a significant improvement.

How to Avoid this Pitfall and Max ROI: In addition to ensuring all issues are comprehensively addressed, it is crucial to:

- 1. Communicate:** Inform clients that all issues have been resolved, using suitable channels and methods to ensure your messages reach all stakeholders, particularly senior ones. Do not presume that clients will recognize your corrective actions on their own.
- 2. Measure:** Consistently monitor outcomes using observations and key performance indicators (KPIs) to promptly identify variances. This proactive approach ensures that your teams detect deviations before they become visible to clients.

3. **Act:** Promptly address any re-emerging performance gaps to prevent them from escalating. Follow step 2 again as necessary, aiming to avoid step 1 by quickly resolving issues before they become apparent to clients.

Integrating these actions into your VOC program will enhance relationships, performance, and ROI for you and your clients.

Link to watch our video: [Act on It: The Power of Responding to VOC](#)

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