

# VOICE OF CUSTOMER (VOC) TECHNIQUE



## TOPIC: VOC TECHNIQUES

### SURVEYS

USED WHEN YOU NEED TO REACH LARGE NUMBER OF CUSTOMERS

REQUIRES RELATIVELY LESS TIME

PROVIDES GENERIC FEEDBACK

USED WHEN CUSTOMERS ARE MOSTLY ACCESSIBLE THROUGH EMAILS ONLY

RESPONSE RATE IS TOO LOW

### INTERVIEWS

USED WHEN YOU NEED RELATIVELY SMALLER NUMBER OF CUSTOMERS

REQUIRES MORE TIME

USED WHEN CUSTOMERS ARE ACCESSIBLE THROUGH PHONES OR IN-PERSON MEETINGS

REQUIRE SKILLED INTERVIEWERS

USED CUSTOMERS ARE WILLING TO SPEND TIME FOR THE INTERVIEW

### FOCUS GROUPS

USED WHEN YOU NEED RELATIVELY SMALLER NUMBER OF CUSTOMERS

REQUIRES MORE TIME

USED WHEN CUSTOMERS ARE ACCESSIBLE THROUGH PHONES OR IN-PERSON MEETINGS

REQUIRE SKILLED FACILITATORS

USED CUSTOMERS ARE WILLING TO BE PRESENT AT A SPECIFIC VENUE ALONGWITH OTHER CUSTOMERS

### OTHERS

OTHER VOC METHODS INCLUDE:

- CUSTOMER SUGGESTIONS
- COMPLAINTS
- COMPLIMENTS
- OBSERVATIONS
- FACEBOOK / LINKEDIN LIKES
- ONLINE POLLS