Voice-of-the-Customer Programs: Building Better Customer Experiences

What’s the cost of delivering poor customer service in the United States? The answer to that question is about $83 billion a year, according to research conducted by Greenfield Online and Datamonitor/Ovum analysts.

That’s a big number that could have been minimized if executives realized what their customers were thinking before they missed their quarterly numbers and experienced stunted potential growth.

Well-implemented voice-of-the-customer (VoC) programs could have given executives exactly the insights thinking before they missed their quarterly numbers and experienced stunted potential growth.

It’s a well-documented fact that customer-perceived quality and above-average customer service are leading experiences that keep customers coming back.

Well-implemented voice-of-the-customer (VoC) programs could have given executives exactly the insights they needed to make the adjustments, large and small, to stay on track and consistently deliver great customer experiences that keep customers coming back.

It’s a well-documented fact that customer-perceived quality and above-average customer service are leading drivers of business success and shareholder value.

Participate in this Best Practices installment and educate our readers on how to build and benefit from VoC programs.

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