

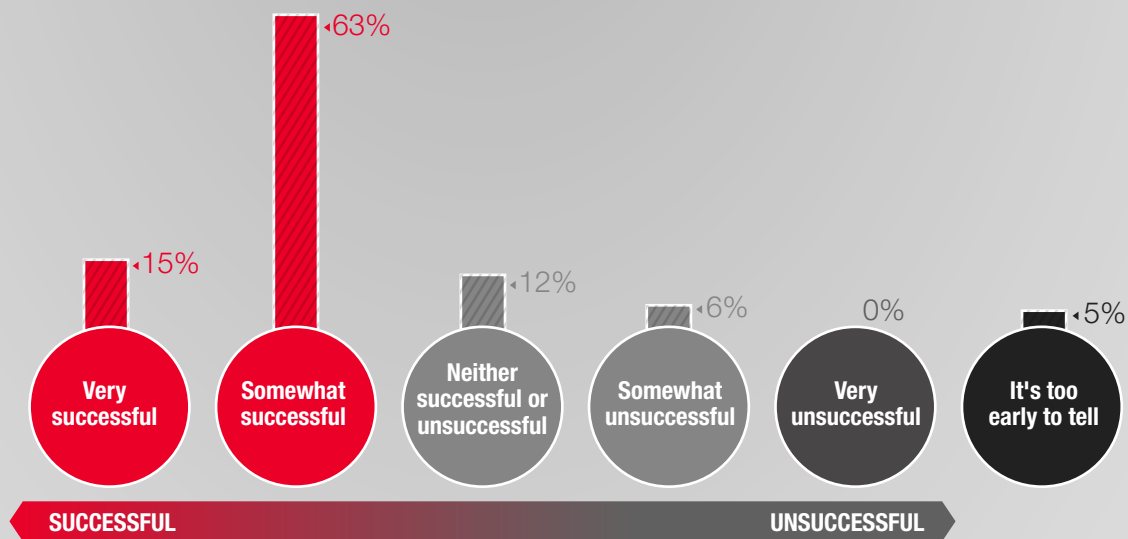
State of VOICE OF CUSTOMER (VoC) Programs



BASED ON STUDY OF 169 COMPANIES WITH \$500 MILLION OR MORE IN ANNUAL REVENUES. SEE THE TEMKIN GROUP REPORT, *STATE OF VOC PROGRAMS, 2016*

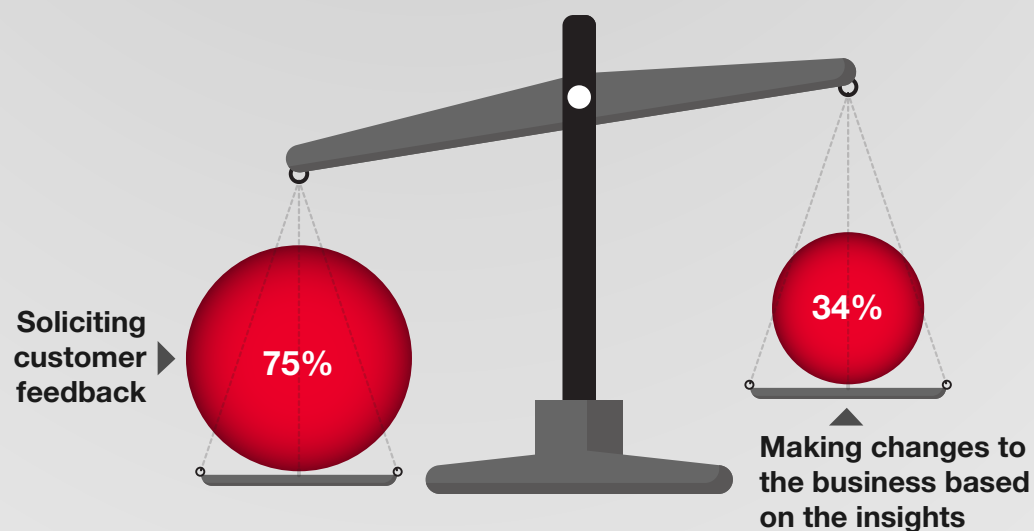
VoC Programs Deliver Business Results

How would you rate the results of your VoC program?



Although VoC Programs Need To Drive More Action

Companies that rate their VoC program as GOOD or VERY GOOD in these areas



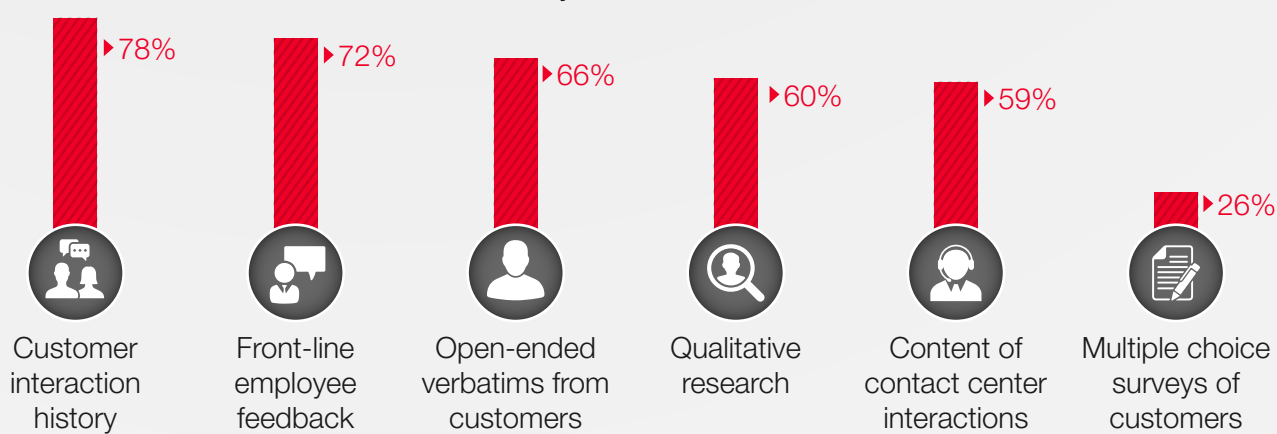
Technology Is A Key Ingredient

Companies that think these technologies will be MORE IMPORTANT to their VoC efforts in the next 12 months (of those who are already using them)



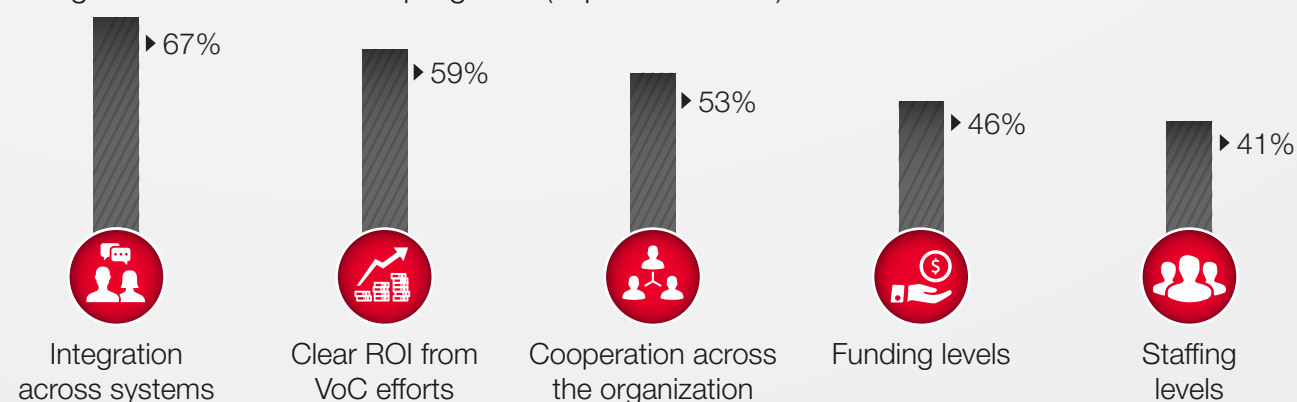
Multiple Choice Questions Are On The Decline

Companies that think these sources of customer insights will become MORE IMPORTANT over next three years

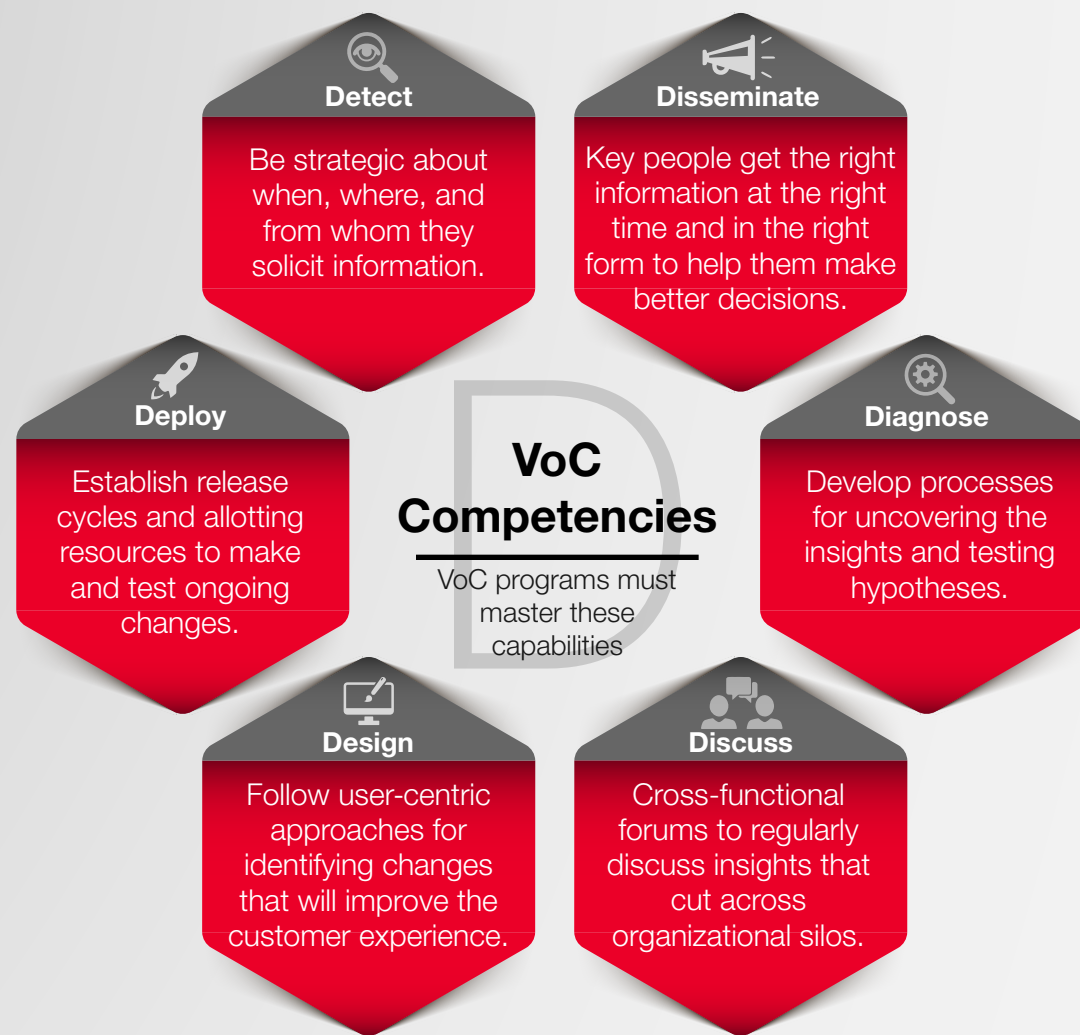


Integration Is Largest Obstacle

Companies that identify these items as SIGNIFICANT OBSTACLES to improving voice of the customer programs (Top 5 Obstacles)

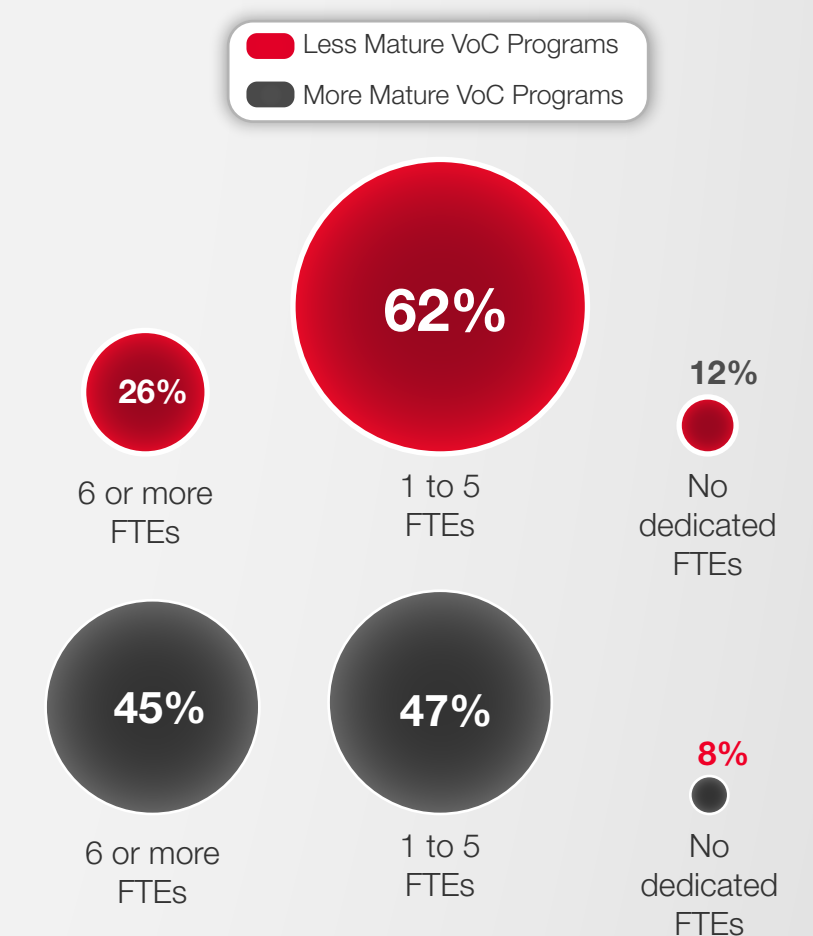


VoC Competencies: The 6 D's



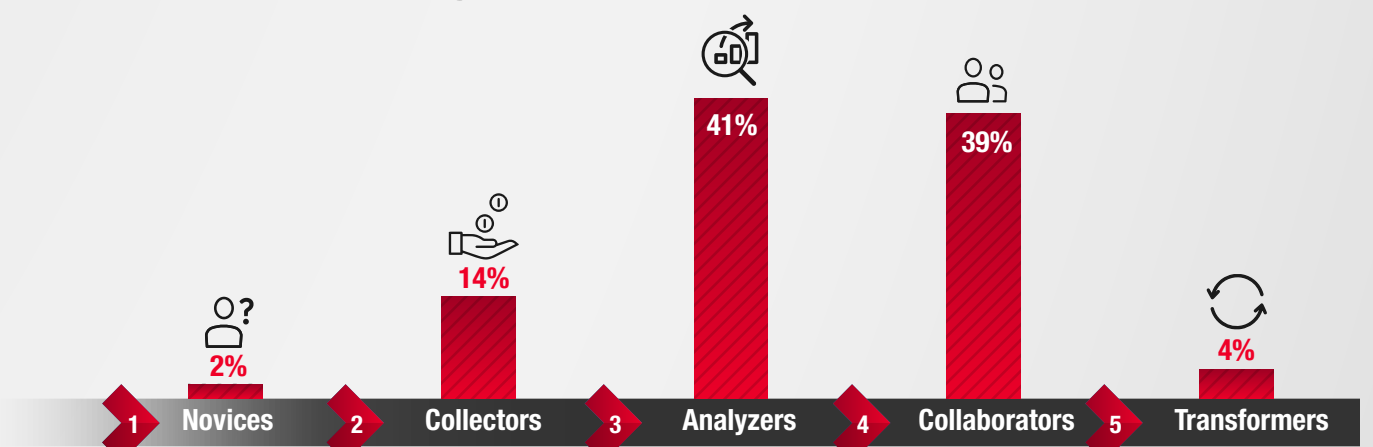
More Mature VoC Programs Have More Staff

Full-time employees (FTEs) dedicated to running VoC programs



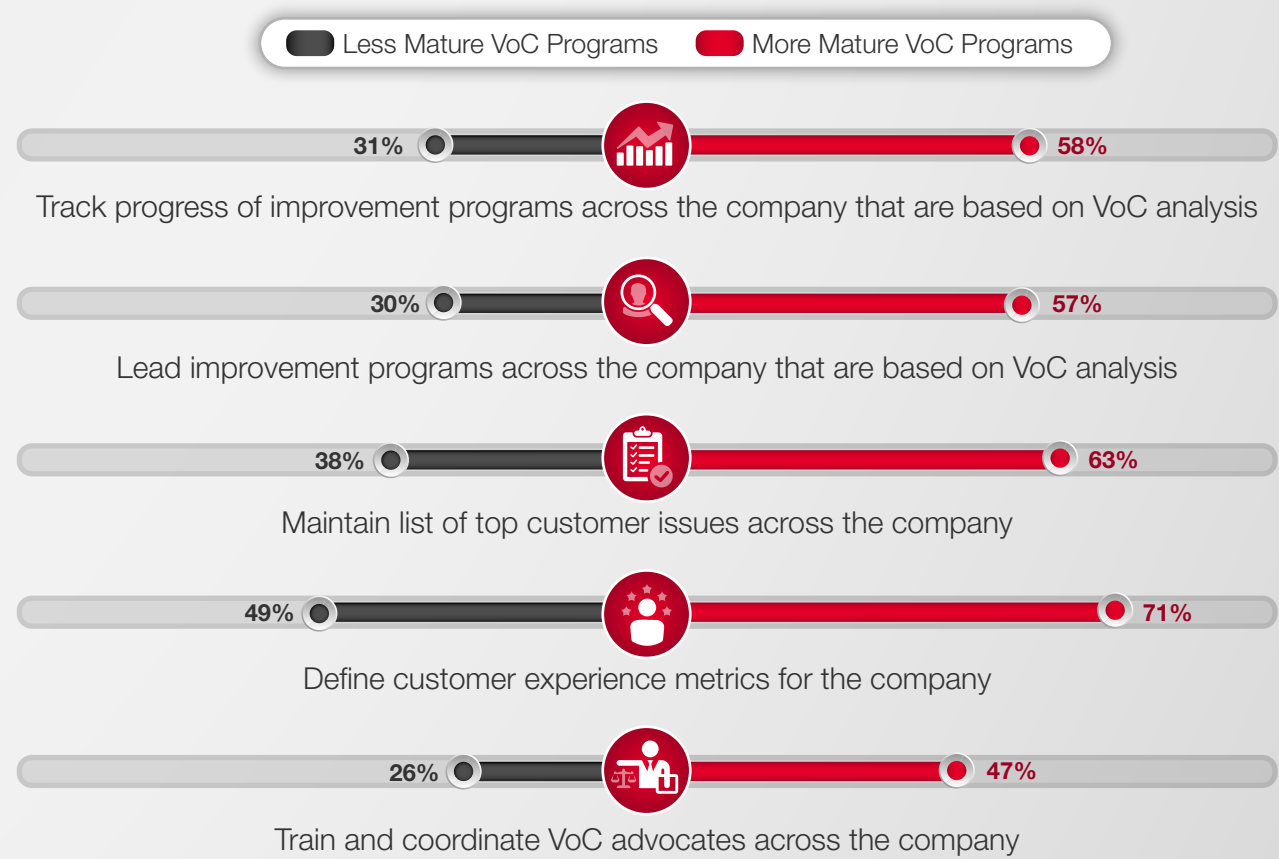
Companies Have Low VoC Maturity

Results from Temkin Group's VoC Competency & Maturity Assessment



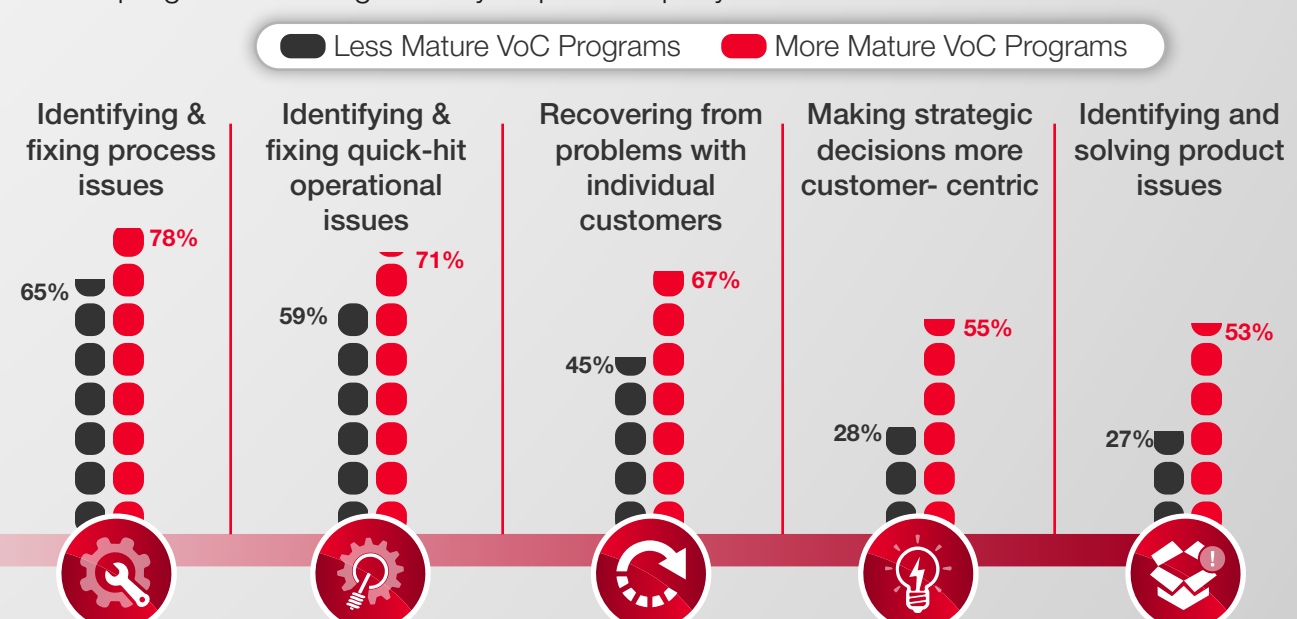
More Mature VoC Programs Focus On Improvements

Primary responsibilities of centralized VoC teams (5 with largest gap)



More Mature VoC Programs Drive More Action

Areas where VoC programs have significantly helped company



For more information, visit the *Customer Experience Matters*® blog at ExperienceMatters.wordpress.com

www.temkingroup.com

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