The State of Voice of the Customer in the UK





78% of brands measure customer satisfaction

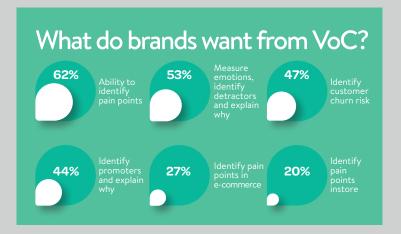
22% don't... Most measure only basic indicators... NPS/CSAT/CES/LTR

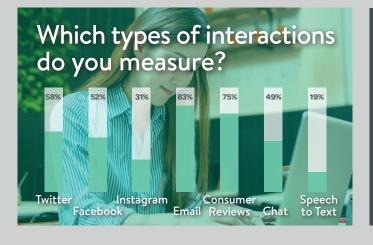
81%

18%

Other, incl surveys

This doesn't give enough insight for the business Does this give you enough for to understand the Voice of the Customer? 24% No 76%



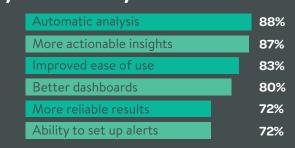


What is wrong with existing approaches? 30% We can't measure specific channels 29% Indicators are not specific enough, they don't identify why customers behave the way they do

29% VoC feedback only provides a partial picture

18% NPS and other indicators are too quantitative

What improvements would you like in your VoC?



Insight is not shared across the organisation

