The State of Voice of the Customer in the UK

## 36\%

 have a VoC solution
## 50\%

 plan to invest in one

## This doesn't give enough insight for the business <br> Does this give you enough for to understand the Voice of the Customer?

## Yes <br> $24 \%$ <br> 

## Which types of interactions do you measure?



## What improvements would you like in your VoC?

| Automatic analysis | $\mathbf{8 8 \%}$ |
| :--- | :--- |
| More actionable insights | $\mathbf{8 7 \%}$ |
| Improved ease of use | $\mathbf{8 3 \%}$ |
| Better dashboards | $\mathbf{8 0 \%}$ |
| More reliable results | $\mathbf{7 2 \%}$ |
| Ability to set up alerts | $\mathbf{7 2 \%}$ |



> What is wrong with existing approaches? $30 \%$ We can't measure specific channels $29 \%$ $\begin{aligned} & \text { Indicators are not specific enough, they don't } \\ & \text { identify why customers behave the way they do }\end{aligned}$ $29 \%$ VoC feedback only provides a partial picture $18 \%$ NPS and other indicators are too quantitative

Insight is not shared across the organisation


