WHERE DO I CURRENTLY STAND WITH VOC?

Have you already started thinking about customer voice in your business? Do you run the occasional market research effort? Do you have a social media presence? Here are ten organizational questions to diagnose how best to mobilize or start thinking about a VoC solution.

VoC Self-Assessment	Agree	Not Sure	Disagree
We regularly interact with customers to find out what products or services they will need in the future	2	1	0
We regularly measure the quality of interactions with products, services, and relationships to assess the customer experience of our target customers	2	1	0
Customers receive quick, quality feedback on all queries and problems logged in any type of interaction	2	1	0
Findings and metrics related to our customer experience are regularly disseminated to all levels of the organization	2	1	0
Senior executives regularly interact with customers to get first-hand reviews of their customer experience	2	1	0
We consider the potential impact of all decisions on the experience customers have with our products, services, and channel interactions	2	1	0
When customers indicate that they would like us to modify a product, service, or process, the departments (business units) involved follow an integrated effort to do so	2	1	0
Customer experience activities of all customer-facing interactions (staff and channels) are well coordinated	2	1	0
Customer complaints receive the highest priority	2	1	0
Business units and customer support teams regularly discuss ways to improve the quality of our customer experience	2	1	0

Total the points from your answers above to determine where you stand on VoC:

0-12 Points	13-16 Points	17-20 Points
Definitely. Conduct a formal VoC project guided by the following pages	Yes, consider a more informal process with inspiration from the following pages	You are already on the right track. Check out if there is more to improve

Source: Consulta.