



# Voice of the Customer: The Good, the Bad and the Ugly

WSQA Symposium 2010  
Peter Gurney & Christine Frishholz

# The Cicerone Group overview

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- ▶ Service quality research, consulting and training firm
- ▶ Specialize in implementing enterprise-wide customer experience initiatives
- ▶ Have worked with a broad range of clients and industries:



- ▶ Member:
  - ▶ WBE certified
  - ▶ Washington State DOP Master Services Training Contract
  - ▶ WSQA Preferred Consultant

# What VOC sources do you use now?

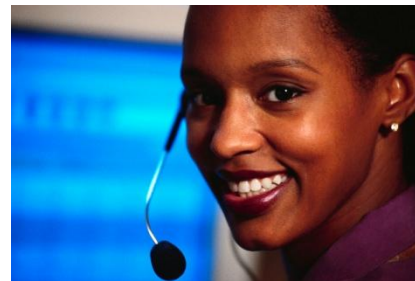
- ▶ Surveys
- ▶ Focus groups
- ▶ Advisory panels
- ▶ Call logs
- ▶ Emails
- ▶ Letters
- ▶ Comments cards
- ▶ Social media

How do you rate the quality of our products?  
 Excellent  
 Very Good  
 Good  
 Fair  
 Poor

Please tell us what you like most about this product.  
[Text Box] [Prev] [Next]

How likely are you to recommend our service to a friend?  
 Extremely Likely  
 Very Likely  
 Somewhat Likely  
 Slightly Likely  
 Not at All Likely

Please give us your suggestions for making our product better.  
[Text Box] [Prev] [Next]



# The 3 S's of effective VOC programs

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- ▶ **Create a VOC System**
  - ▶ Collect & compile
  - ▶ Communicate findings
  - ▶ Take action
- ▶ **Use the power of the Stories**
  - ▶ Let the customer talk in their own voice
  - ▶ Hear the customer point of view
- ▶ **Realize it's more than a Survey**
  - ▶ Different strokes for different folks...and organizations

# Three categories of VOC

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1. We reach out to customers



2. Customers reach out to us



3. Customers reach out to each other



# We reach out to customers

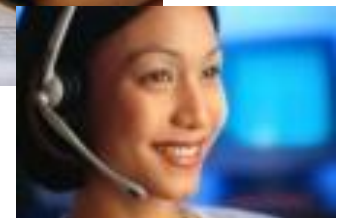
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- ▶ **Advisory panels**
  - ▶ Rotate members periodically
  - ▶ Make it worth their while
- ▶ **Focus groups**
  - ▶ Use an impartial moderator
  - ▶ Use video and audio for training and internal VOC focus
- ▶ **Surveys**



# Customers reach out to us

- ▶ Call logs, recordings
- ▶ Letters, e-mails
- ▶ Comment cards

A screenshot of the Jersey Mike's Subs website's 'Comment Card' form. The form is titled 'Tell Us What You Think!' and includes a navigation menu at the top with links like Home, Locations, Our Menu, Catering, Email Club, and Gift Cards. The main content area contains several sections for customer feedback: #1 Select Your Store, #2 Visit Date/Time, #3 Rate Your Visit (with sub-sections for Quality, Freshness, Cleanliness, Value, Friendliness, and Promptness), #4 Visit Feedback (with sub-sections for recommendation and return likelihood), #5 Information About You (with fields for Name, Address, City, State & Zip Code, Telephone, Email, and Birthday), and #6 Agree & Submit. The form is set against a background of a map and includes a 'Zipcode' field and a 'Find Location' button.

# Tips: When customers reach out to you

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- ▶ Make it easy to contact you
- ▶ Give customers with exceptional situations a place to go
- ▶ Have a reliable follow-up system in place



# Customers reach out to customers

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- ▶ **Customer feedback/review sites**
  - ▶ Do regular Google searches to see if you come up
  - ▶ Find a handful of major sites to monitor frequently
  - ▶ Don't cheat (like writing your own reviews)
  - ▶ Follow-up right away if you find a complaint or negative comment
- ▶ **Company social networking sites**
  - ▶ Facebook, Twitter, Flickr, YouTube
  - ▶ Company proprietary sites

# Social networking examples:

The screenshot shows the REI Facebook page. At the top, there's a blue navigation bar with the Facebook logo and login fields for Email and Password. Below this, a green 'Sign Up' button is next to the text 'REI is on Facebook' and 'Sign up for Facebook to connect with REI.' The main profile area features the REI logo and navigation tabs for Wall, Info, Find Out, Photos, Discussions, and Events. A post by Chris L. Pribbernow from the Mountaineers Alpine Scrambling - Seattle Branch is highlighted. The post text reads: 'REI - Outdoor Gear, Equipment and Clothing for Your Fall Family Camping Adventures. www.rei.com. At REI, you'll find the great gear, equipment and clothing you need for outdoor adventures. Save on outdoor gear and clothing for camping and hiking, cycling, climbing, kayaking, skiing, snowboarding and many more outdoor activities. 100% satisfaction guaranteed.' The post is from 22 hours ago. Below the post, there are comments from Christopher Hendrickson and Jessica Kerwin-Medlin. Christopher thanks Steve from the REI in Maple Grove, MN for helping him fix his bike and start his car. Jessica asks about a bike theft at a Denver store. Other comments from Lance Whitehead and Pat Childers are also visible. The left sidebar includes a mission statement: 'We inspire, educate and outfit for a lifetime of outdoor adventure and stewardship.' It also shows '89,861 People Like This' with a grid of user avatars and names. At the bottom of the sidebar, there's a 'Favorite Pages' section with logos for California State Parks Foundation, SUGOI Performance Apparel, Wilderness Awareness School, OAK - Outdoor Alliance for Kids, Vibram FiveFingers, and Patagonia.

# Social networking examples:

**flickr**® from YAHOO!  
Home The Tour Sign Up Explore Upload

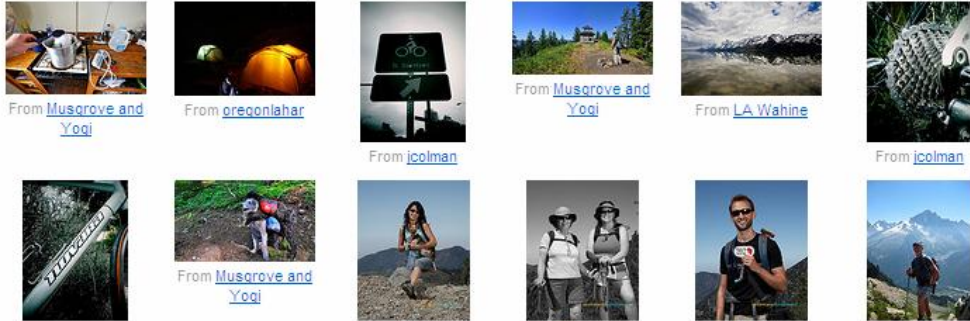
You aren't signed in Sign In Help

Search this group's pool Search

## FIND OUT REI Find Out

Group Pool Discussion 422 Members Map Join This Group

**Group Pool** 951 photos | Only members can add to the pool. [Join?](#)



From [Musgrove and Yooi](#) From [preonlahar](#) From [icolman](#) From [Musgrove and Yooi](#) From [LA Wahine](#) From [icolman](#)

From [icolman](#) From [Musgrove and Yooi](#) From [Dav Kiang](#) From [Dav Kiang](#) From [Dav Kiang](#) From [boorad](#)

### About REI Find Out

Submit favorite photos of yourself or other REI members enjoying the outdoors. Whether daring or playful; families, friends or solo adventurers, they're all good!

As a co-op, REI encourages a sense of community among members and sharing photos is one way to do that. We hope to share photos that show how REI members enjoy the outdoors.

Find Out what it means to get outside by viewing this growing collection of great photos!

A couple points to consider:

- REI does not claim rights to submissions to the REI Find Out group
- We manually review all submissions for content, so don't be alarmed when your photos don't show up right away.

Thanks, and we can't wait to see your view of the outdoors!

### Additional Information

- This is a **public** group.
- Members can post 3 things to the pool each day.
- Accepted media types:
  - Photos
- Accepted content types:
  - Photos
- Accepted safety levels:
  - Safe

[» More](#)

# Social networking examples:

REI reifindout's Channel [Subscribe](#) [Playlists](#)

« Back to Playlists

More Info

- [An Overview of Using GPS Video](#) reifindout 4:52
- [REI Kingdom Tent Video](#) reifindout 1:02
- [Tips for Paddling with Children Video](#) reifindout 3:17
- [Introduction to Geocaching Video](#) reifindout 3:05
- [REI Stratocruiser Wheeled Pack 25"](#) reifindout 0:32
- [Novara Ponderosa 24" Bike 2009 Video](#) reifindout 1:01

2009 REI Hikers TV Commercial Video reifindout  
<http://www.rei.com/comfort-camping>

View comments, related videos, and more

reifindout

DRESS FOR FALL COMMUNITY GEAR CHECKLIST STORE LOCATOR

# Major points to remember:

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- ▶ Effective VOC is a **System**
- ▶ **Stories** are a powerful tool
- ▶ **Surveys** are just one approach

## Questions?





Learn more:  
[www.theciceronegroup.com](http://www.theciceronegroup.com)

Peter Gurney  
[pgurney@theciceronegroup.com](mailto:pgurney@theciceronegroup.com)  
206-234-7738

Christine Frishholz  
[cfrishholz@theciceronegroup.com](mailto:cfrishholz@theciceronegroup.com)  
206-280-7279