

It pays to listen to customers.

How Voice of Customer research can be one of your most valuable business tools.



How well do you know your customer?

Sales and marketing executives believe they know their customers well, and to an extent, they do. But even successful companies' understanding of their markets and their customers' needs and wants can erode over time, necessitating an update to your customer value proposition, or perhaps even a more thorough overhaul of your brand identity itself. That's why decision-makers like you in thousands of businesses everywhere often raise these same kinds of questions:

- + "Why do potential buyers fail to see the value we can provide?"
- + "How are we really viewed by customers?"
- + "Are we focused in the right market segments?"
- + "Why don't we generate more leads?"
- + "Why can't we increase our sales volumes?"
- + "Do we know if we're delivering a great customer experience?"

For a brand or a business to be completely in sync with today's customers, it's important to take a fresh look at the market for your products, the perceptions of your customers and the prospects you're targeting, as well as your competition. Have you identified the key buying factors in your market and do you know how your company compares with competition on these factors? Today it's of particular importance as the baby boomer generation turns the reigns of procurement and decision-making over to younger generations with much different views on what's important to them in their dealings with suppliers.

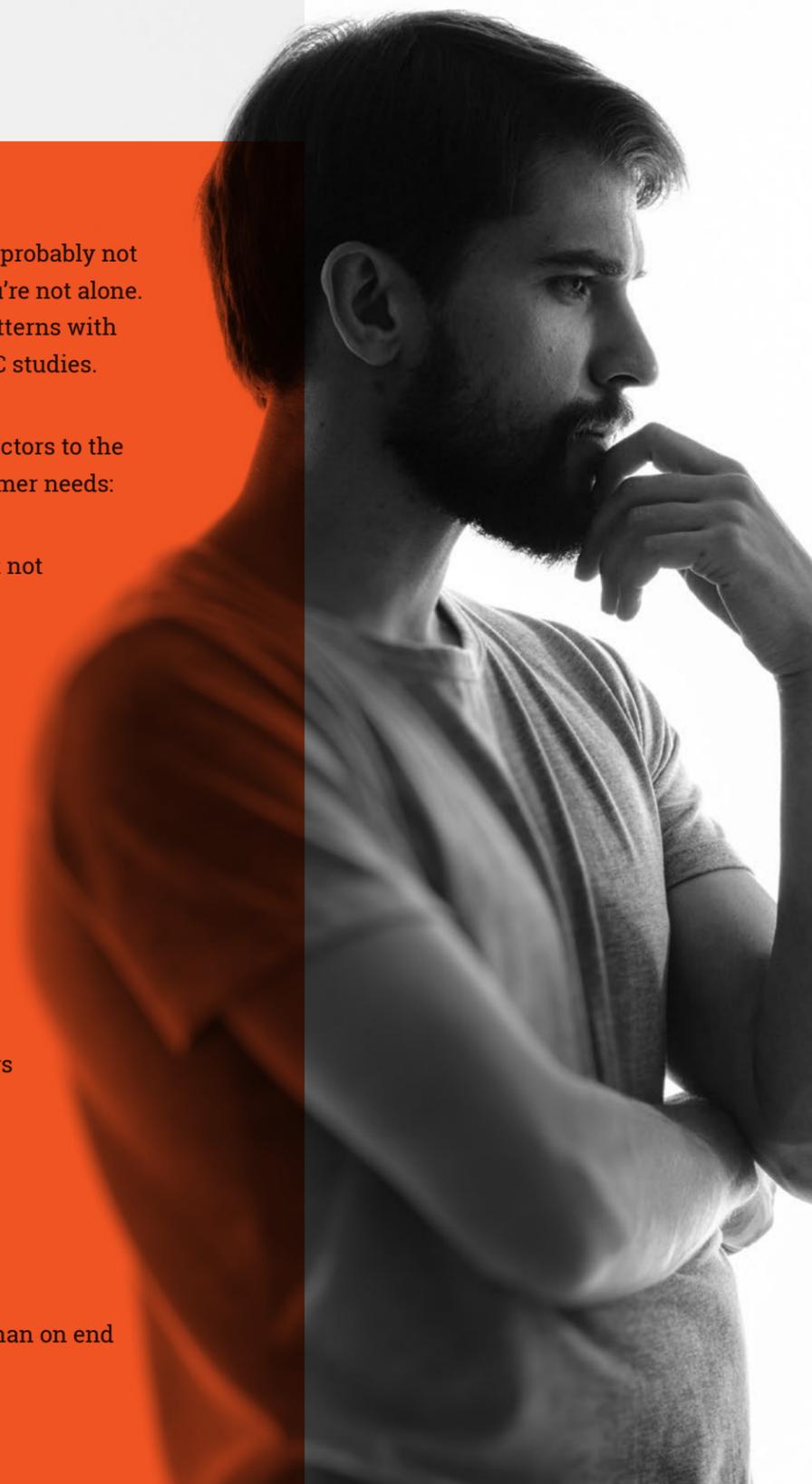


Being “in touch” is not the same as being “in tune.”

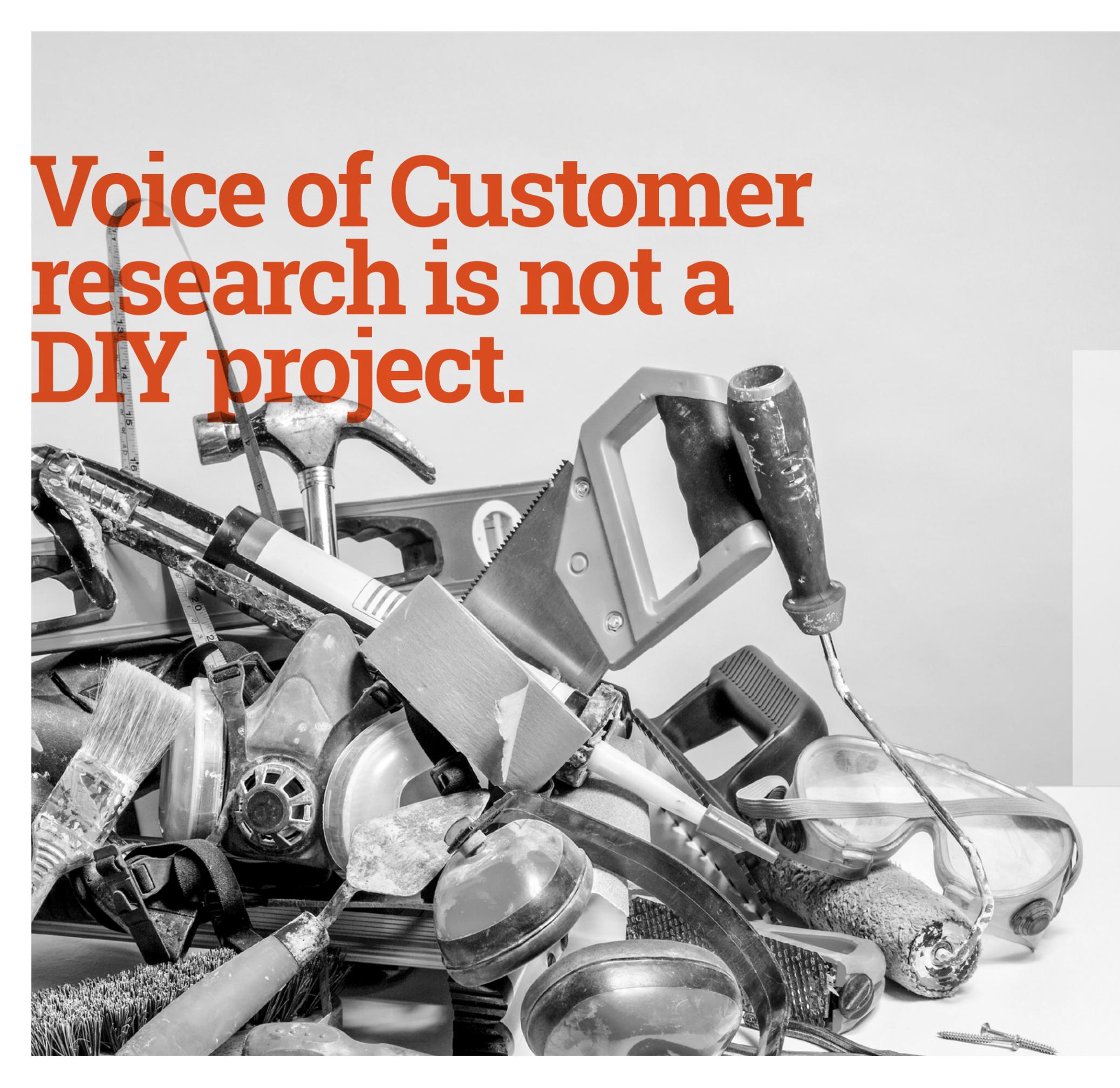
Although you might not care to admit it, you’re probably not as tuned-in to customers as you once were. You’re not alone. The Drucker Group has documented similar patterns with dozens of companies for whom it has done VOC studies.

The following are very common contributing factors to the erosion of a company’s understanding of customer needs:

- + Customers are entertained and talked to, but not really listened to in any systematic way
- + Sales people call on customers with whom they have the best relationships, and avoid those they find more difficult
- + Organizational policies restrict who can talk to a customer
- + Internal departments become institutionalized, reducing exposure to the market opportunities or new product ideas or new lines of business
- + Generic industry reports replace live customer interactions or satisfaction surveys
- + No single, unified view of the market and customers
- + Companies increasingly answer to industry analysts and regulators
- + Marketers focus greater attention on their distribution channel partner needs, rather than on end users of their products and services



Voice of Customer research is not a DIY project.



If you're not regularly receiving documented input from customers, and learning what they may be saying about you, you could be flying blind. And while it's tempting to launch a survey yourself, Voice of Customer research isn't something you can successfully do in-house. Try this yourself, and you will tend to hear what you want to hear. Everything will likely be viewed through the lens of company managers, and there likely will be a strong tendency to rationalize any issues that may arise. Subordinates might be cautious in delivering any bad news up the chain of command.

Your team also may be too close to the situations at hand and the customer to explore the more difficult questions and less likely to uncover roadblocks to success. Your feedback may also be coming from the wrong people and "defensive listening" could come into play. Preferred customers will be the first ones contacted while more difficult customer conversations may be avoided.

We find things.



As experts in qualitative research, we know what to listen for, when to probe a participant and when to just let them talk. Using highly developed personal interview skills, we know how to put people at ease, make them comfortable talking about the good and the bad and how to dig deeply into a topic without seeming pushy or disrespectful. This results in a much deeper understanding of your customer's wants and needs and allows us to probe well beyond the surface level of issues most important to your customers. In short, your customers will tell us things that they won't tell you. And they often tell us how much they enjoyed being included in a VOC study.

VOC study phases:

01 | **Internal Dialogues**

02 | **External Dialogues**

03 | **Reports Program Strategy**

04 | **Marketing Programs + Org. Alignment**

* Drucker Group VOC studies gather market insights from both internal and external customers and stakeholders to help you develop a strategic plan that's based on a better understanding of the current market from the perspective of the market itself. Having these critical insights also helps you develop a more compelling customer value proposition.

The ROI of VOC programs.

When you document your customer's buying and usage experiences, key purchase drivers, pain points and opportunities to delight, you can start building a continuous cycle of marketing activities, all focused on improving customer retention and top-line revenue growth. If we encounter customer complaints, we can quickly probe and clarify what's behind them, so you can react quickly. Often, any issues we find are merely opportunities in disguise.

And when you use VOC to create a sound marketing plan, not just mere pulse-taking with customers, you can build substantial growth drivers, marketing metrics and specific sales growth strategies in your organization for continued sales and marketing success, year after year.

- + Reduction in customer churn
- + Increased customer lifetime value
- + Incremental customer revenue
- + Improved effectiveness of marketing activities
- + Incremental customer purchases
- + Improved share of market or customer

Couple today's economic pressures with stepped-up competition in your market, and finding your VOC could not only be important to growth, but survival. Drucker Group VOC studies can offer your business unprecedented opportunity to gain crucial insights and capture your best market opportunities in a timely, affordable manner ... before they disappear.



Interested in learning more?

[Let's chat.](#)