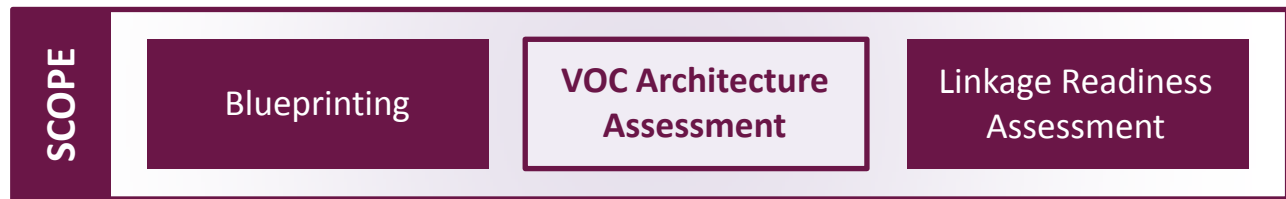


Voice of the Customer Architecture Assessment

Recommending Best Practices for Overall Design and
Management of Customer Measurement Programs



Many organizations have multiple customer survey programs in place. These programs may be transaction focused, product and/or service focused or overall relationship focused. Separate surveys are usually driven from different functional perspectives, and in many cases, there is lack of coordination across these survey programs to comprehensively measure the Total Customer Experience. Leading organizations are seeking guidance and best practices on how separate surveys can be better aligned and deployed. VoC Architecture Assessment can provide better measurement of the Total Customer Experience, as well as efficiency enhancements and cost reduction for the organization.

The VoC Architecture Assessment Process Is an Interactive Process That Analyzes:

- Stated goals and objectives of the customer measurement program(s)
- The information requirements of internal clients and stakeholders
- The gaps between what internal clients want and what the program(s) currently produce(s)
- Best practices in customer measurement programs

What Are the Key Steps of a VoC Architecture Assessment Process?

- Review program objectives and processes
- Review and analyze measurement materials, which may also include review of a Blueprint
- Workshop with process owners and stewards
- Workshop with internal clients and users
- Documentation and presentation of findings and recommendations

What Are the Key Deliverables of a VoC Architecture Assessment Process?

- A revised survey architecture that better measures the Total Customer Experience
- An increase in the strategic relevance of measurement program data
- Specification of best practices for analytical approaches and tools
- Recommendations on how to design/redesign customer satisfaction surveys to better enable linkage modeling (Linkage Analysis)