

The State of Voice of the Customer in the UK



78% of brands measure customer satisfaction

22% don't...

Most measure only basic indicators...
NPS/CSAT/CES/LTR **81%**

Mystery shopper **18%**

Other, incl surveys **19%**

This doesn't give enough insight for the business

Does this give you enough for to understand the Voice of the Customer?

Yes 24% **No 76%**

What do brands want from VoC?

- 62%** Ability to identify pain points
- 53%** Measure emotions, identify detractors and explain why
- 47%** Identify customer churn risk
- 44%** Identify promoters and explain why
- 27%** Identify pain points in e-commerce
- 20%** Identify pain points instore

Which types of interactions do you measure?

Interaction Type	Percentage
Twitter	58%
Facebook	52%
Instagram	31%
Email	83%
Consumer Reviews	75%
Chat	49%
Speech to Text	19%

What is wrong with existing approaches?

- 30%** We can't measure specific channels
- 29%** Indicators are not specific enough, they don't identify why customers behave the way they do
- 29%** VoC feedback only provides a partial picture
- 18%** NPS and other indicators are too quantitative

What improvements would you like in your VoC?

Automatic analysis	88%
More actionable insights	87%
Improved ease of use	83%
Better dashboards	80%
More reliable results	72%
Ability to set up alerts	72%

Insight is not shared across the organisation

Department	Percentage
Marketing	82%
Customer Service	79%
Sales	74%
Operations	71%
Ecommerce	38%
Human Resources	32%
IT/infrastructure	32%
Finance	24%
Shops/Franchises	21%