Agile Customer Feedback

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Peter Leppik | President and CEO
Vocal Laboratories Inc.
Minneapolis, Minnesota
www.vocalabs.com
About Us

Background and Expertise

- Professional services company founded in 2001
- Breakthrough process for collecting and reporting timely, actionable customer feedback
- Services include usability testing, continuous survey programs, and syndicated research

Machines **Compute.**
People **Listen.**
What Is Feedback?

Feedback Comes Directly from the Customer

- Usability studies
- Customer surveys
- Complaints
Challenges

- Unfriendly
- No Ongoing Feedback Process
- Low Response
- Not Actionable
- Not Credible or Persuasive
- Biased Survey
- Data Not Relevant to You
- Flood of Verbatims
- Stale Data
- Business Evolves, Survey Doesn’t
Traditional View

Feedback
What We Need
Agile Customer Feedback

1. Respect and listen to customers and they will want to give feedback

2. Always be collecting feedback from customers

3. Adapt the customer feedback process to evolving business needs

4. Disseminate feedback in real time throughout the company

5. Target surveys to customers who are likely to tell you something you don’t know
Application: Channel-Hopping

- Survey channel-crossing customers (i.e. phones within 90 minutes of visiting website)
- Explore:
  - Why they do it
  - What the impact is
  - How they can be served better
- Improve:
  - Deficient services forcing channel-hopping
  - Transition to new channel when necessary
Application: Dynamic Survey

› Allocate question slots on existing customer survey for timely issues

› Ask about:
  › Current business issues
  › New products
  › Open questions about customer behavior

› Overcomes “etched in stone” survey
Application: Analytics + Feedback

- Marry analytics software & targeted customer feedback
  - Analytics finds patterns of behavior
  - Surveys determine customer’s state of mind
- Cost-effective way to generate useful feedback
- Fills “understanding gap” in big data
Thank You!

- Contact us with questions or to request a copy of the slide presentation
- Peter Leppik - pleppik@vocalabs.com