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

PS/CSAT/CES/LTR 81%

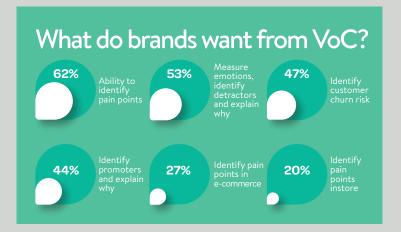
Mystery shopper

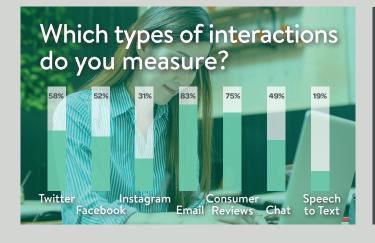
18%

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 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?



Insight is not shared across the organisation

