Voice of Customer (VoC)
Development Services

You want to measure and optimize the experience of your customers across all aspects of their relationship with you. And we want to help you do just that, maximizing the ROI from your VoC program.

mcorp**cx**

Establish an Agile VoC Approach that Leverages Best Practices and Real-World Experience

A modern VoC system drives greater customer value and business success. Let McorpCX help you navigate from where you are, to where you want to be.

Does your VoC Program serve all your business needs?

At a high level the purpose of VoC is simple: measure customer experiences, identify priorities, and make the improvements. While many programs address how well the provided experience meets customer expectations, programs often fail to address how well the experience aligns with business strategies. In other words, companies frequently neglect to design their VoC program with their brand and customer experience strategies or goals in mind. Close that gap, and suddenly VoC is a robust and integrated engine powering the business.
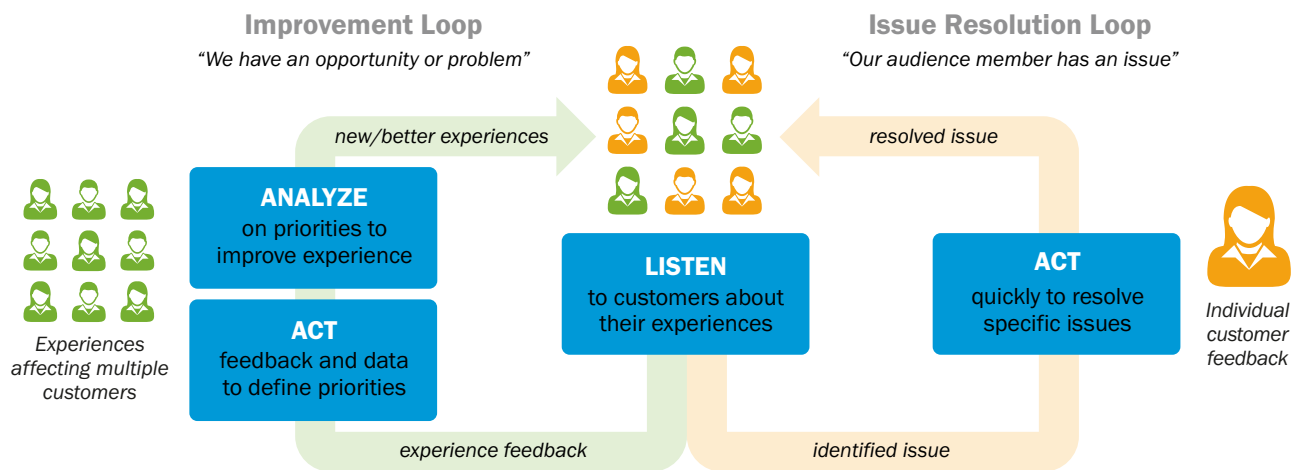
Deliver the experiences your customers want, for measurable business value

A modern VoC System helps companies obtain a constant stream of trustworthy customer feedback, flowing insights into and through the organization in ways that better inform and compel action to evolve the business.

Reliable insights lead to simpler processes, stronger retention, more productive relationships, and even lower cost customer acquisition. All while making customers happier. That's VoC ROI.
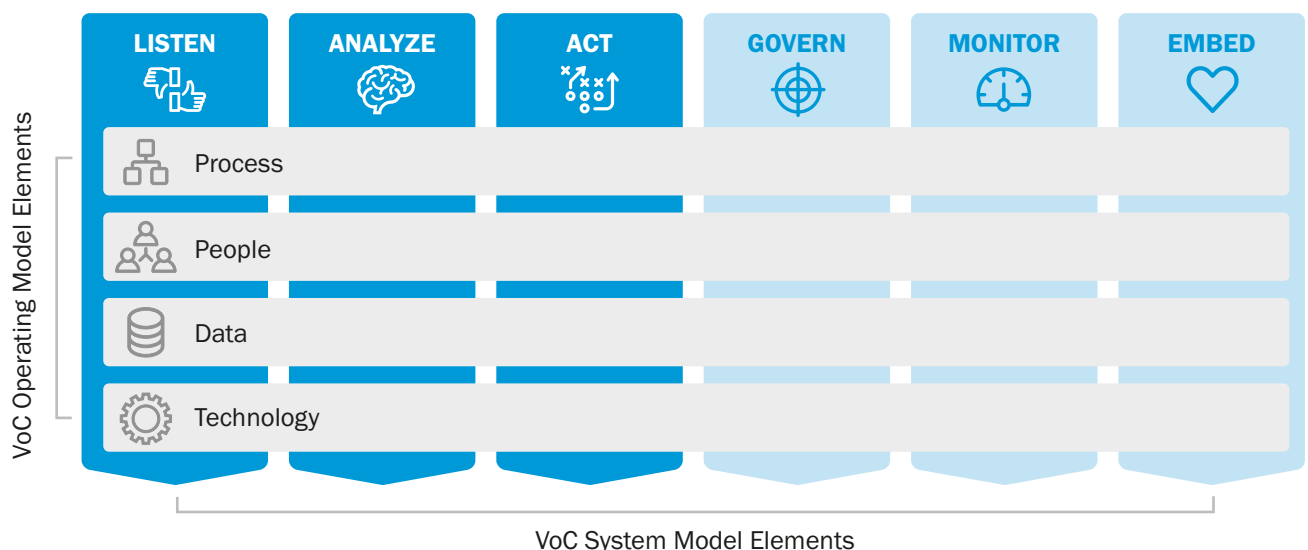
The VoC System Reference Model

Over ten-plus years engaging with VoC Programs for a wide range of clients, in roles ranging from program design consultants, to providing support services, to operating the complete program, has allowed McorpCX to develop a reference model for the ideal VoC System and its associated capabilities, measures and processes.

Improvement Loop
"We have an opportunity or problem"

Issue Resolution Loop
"Our audience member has an issue"

new/better experiences

resolved issue

ANALYZE
on priorities to improve experience

ACT
feedback and data to define priorities

LISTEN
to customers about their experiences

ACT
quickly to resolve specific issues

Experiences affecting multiple customers

Individual customer feedback

experience feedback

identified issue

The Customer Experience Improvement Capabilities are the core of the modern VoC system, which together drive ROI and value delivery: The VoC program teams listen to customers, resolve detected CX issues, analyze drivers of experience, define priorities, and engage the organization to improve in an ongoing virtuous cycle.

The core capabilities are supported by an organization's Program Management Capabilities: ensuring its effectiveness by governing and monitoring the program activities, and ultimately by embedding VoC into the fabric of the organization. Each of the capabilities is brought to life through the Operating Model elements established in the program: the people, process, data and technology.

VoC Operating Model Elements	LISTEN	ANALYZE	ACT	GOVERN	MONITOR	EMBED
Process						
People						
Data						
Technology						

VoC System Model Elements

What kind of VoC services can McorpCX offer your organization?

Our services are divided into five broad categories, aligned to the VoC Program lifecycle and customized for each client, built to improve your VoC ROI and sustainability.

PLAN: Assess current program maturity, blueprint the future, and roadmap how to get there

Assessment is designed to help organizations understand where their Voice of Customer Program stands in relation to what they want from it, and industry best practices. We identify and roadmap the improvements that will increase your VoC maturity, which in turn increases returns on investments in the program. Our approach is grounded in a deep understanding and analysis of each client's unique business objectives and key value drivers, and centers on an assessment of current state vs. best-in-class practices across six distinct VoC System areas. Our resulting recommendations include improvements that encompass people, process, data, and technology and an action plan that focuses on delivering measurable business value in customer retention, customer-service costs and employee engagement.
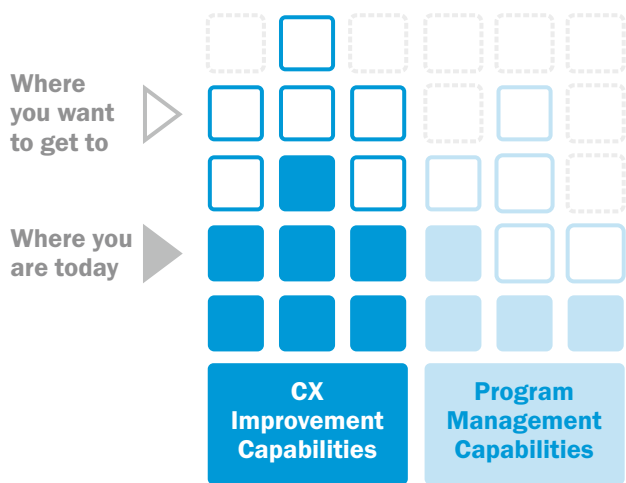
DESIGN: Architect and define in detail how the new program elements will work

The goal of Design is to conceive the detailed approach of how the program blueprint will actually be brought to life and operationalized, with maximum elasticity for future growth. Our certified associates leverage deep experience establishing highly engaging listening posts and effective dashboards and reports, to design best-in-class programs tailored to your goals and needs. We leverage product specific capabilities and third-party tools to optimize customer experience and improve both quality and quantity of your customer feedback.

Technology Selection, to fit your organization and your needs

Technology Selection is a critical aspect of system design, both in terms of acquiring the capabilities that will best support system operation and in terms of tightly integrating with your other enterprise systems. McorpCX's Technology Selection service, often oriented around an RFP process, guides you to the recommended VoC technologies that best fit with your goals, organizational capabilities, and culture. The recommendations allow for the expansion of the technology as you mature your VoC System and CX aspirations. The selection criteria are based on the McorpCX VoC System Reference Model with weighted adjustments to account for customer-specific nuances.

Where you want to get to

Where you are today

CX Improvement Capabilities

Program Management Capabilities

BUILD: Rapidly launch or scale a robust and effective VoC program

Having an experienced partner with skilled and capable resources can significantly accelerate your Build process. While agile, our approach is tied to robust development practices incorporating formal functional, non-functional, and security test scenarios to ensure secure and engaging system elements are established, that best meet the design intent. As with our Design approach, during Build we focus on giving you the flexibility to rapidly launch or scale your VoC programs, and to leverage product specific capabilities and third-party tools to optimize the system lifecycle.

DEPLOY: Education, training, and other change management services to maximize organizational buy-in and time-to-value

Deploy is a moment of truth in the VoC Program lifecycle, an opportunity to make or break the program: ROI will only be realized if an organization buys into and adopts the system, so we provide a range of services to help appropriately prepare the organization for the change, fully engage them on the journey, and build the competencies that will set them up for success from day one. Additionally, a core McorpCX goal is to leave our clients better equipped to manage their CX programs when we're gone. So we're committed to building your VoC muscles as we work with you, to whatever degree you're comfortable.

OPERATE: Operation and maintenance services to ensure outcomes and free up your team

This service is typically offered via our Safe Hands approach, and is designed to free up your in-house specialists so they can focus on higher value-generating activities while we take care of the day-to-day running of your VoC platform.

Our associates follow agreed guidelines and service levels to maintain your listening posts, analyze the data, and maintain your dashboards and reports with the highest level of information integrity, compliance and security. Our technical resources are well versed in platform integration using both API and various modes of data interchange, providing your enterprise teams with design inputs to create and maintain easy integration with your VoC System. We can offer these services with 24x7 emergency technical support.

Gaining confidence in your VoC and XM investments

At the heart of McorpCX's VoC services is an agile program lifecycle approach to building system maturity and extending its reach.
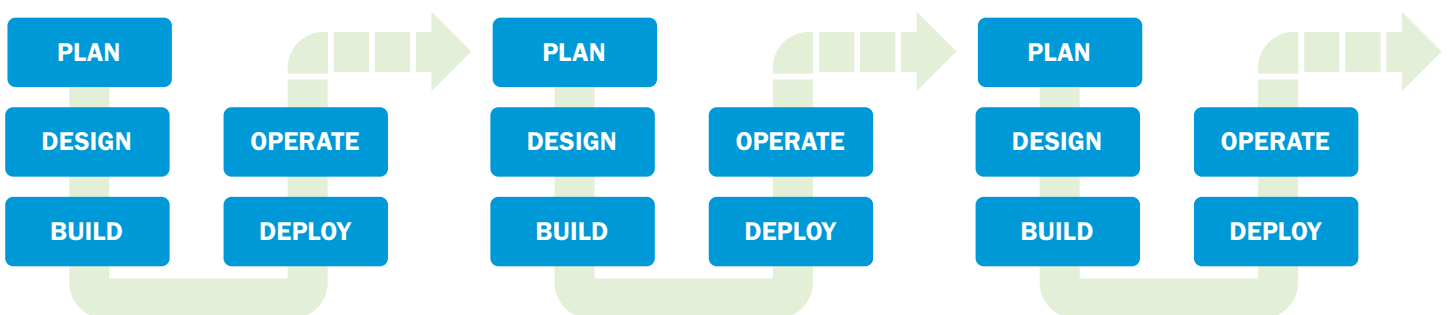
McorpCX VoC services come in many shapes and sizes

Our services can be delivered via several different engagement modes, designed to adapt to your specific circumstances:

Projects

Alone or in concert with other steps, with a focus on deliverables, our project approach will help you achieve your specific goals within the timeframes you've got to work with. We can either leverage typical engagement models built over our decades of experience, or custom-design a specific approach for your unique situation and goals.

Staffing

With a focus on competencies and capacity, we can provide qualified and experienced resources to fulfill a range of VoC-related roles in your program. Managed day-to-day under your leadership and direction, our staff can fill gaps in your team or augment your existing resources, enabling you to sustain key activities or extend your reach into areas you haven't been able to previously reach.

Advisory

Our Advisory approach focuses on providing you access to the expert(s) your team needs, on a basis that suits you best, to guide and coach you in maximizing the returns from your VoC investments. Whether your CX program is in its infancy or maturing at a steady pace, you can benefit from opinions and perspectives from McorpCX's VoC experts and CX thought leaders. Whether it's about current challenges you and your program are working through, or questions you have on how to best reach your goals, our VoC Advisors can guide the advancement of both your strategic and tactical program initiatives.

Safe Hands Managed Service

Our *Safe Hands* managed services approach and lets you rely on your McorpCX Safe Hands team to support your VoC Program in a variety of long-term ways, such as: day-to-day system management (surveys, listening, analytics, and dashboards); managing platform upgrades to assist the launch of new features and functions; ongoing integration with your enterprise architecture; management of data and analytics, and the visualization and insights that can be derived from that data; action monitoring impact analysis guided by your unique needs, and more. The multi-year nature of *Safe Hands* provides access to a stable level of committed service while you focus on addressing the wider organizational change challenges.

Safe Hands Managed Service means McorpCX is here for you in the long term.

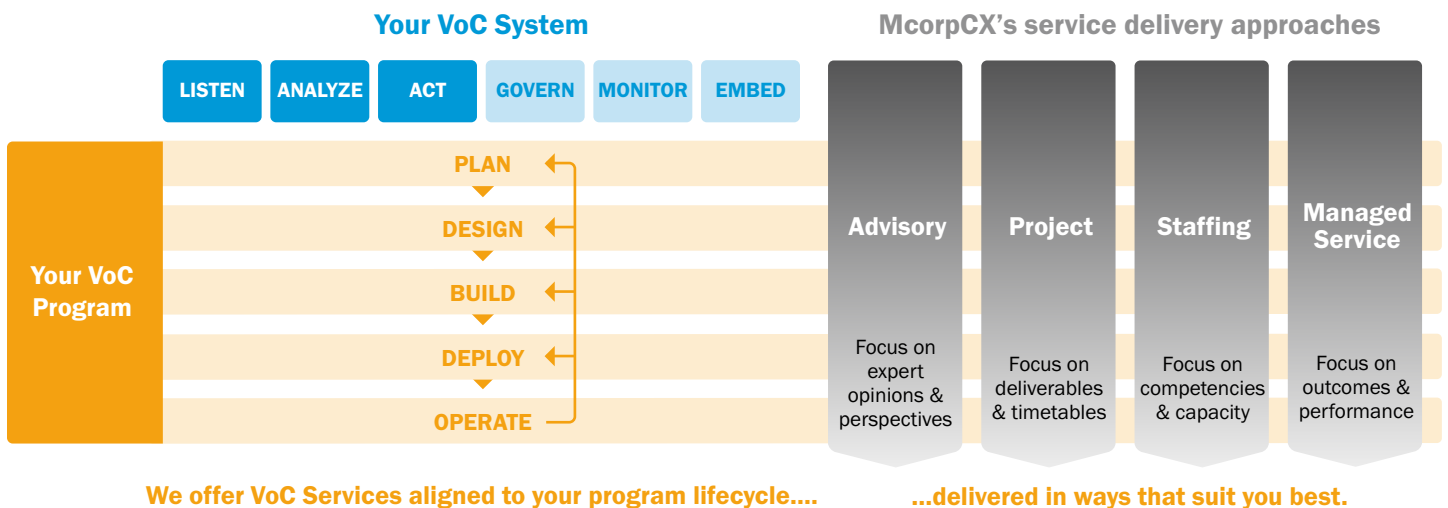|	Our Safe Hands Commitment to You
Level 3 **Value Transformation Management**	Expertise to grow the value and impact of your VoC Program, as well as your VoC ROI
Level 2 **Operations Management**	Capacity and capability to operate your VoC Program
Level 1 **Platform Management**	Reliable day-to-day, 24-7 support for your VoC platform, scaled to your needs

Why McorpCX for your VoC services?

1. We do CX. If it advances the quality of your customer experience experience (XM, EX, VoC…) it's in our wheelhouse.

2. We bring ten years' worth of real- world experience running VoC Programs at scale.

3. We work with clients to enhance their capabilities to run their own programs—helping to make the programs smarter and our clients more expert.

4. We marry the worlds of CX consulting with digital delivery expertise, delivering practical solutions based on deep analysis and customization.

5. Our team is always asking: What's the ROI of this decision? How can we justify this spend? How do we speak to the value of VoC in C-Suite terms for boardroom buy in? What does this do for you and how will you and your customers benefit from it?

Let's talk about your VoC goals and needs, to see if we can help you close the loop!

McorpCX provides services every step of the way, to provide targeted support or a full suite of managed care.

Your VoC System

| LISTEN | ANALYZE | ACT | GOVERN | MONITOR | EMBED |

McorpCX's service delivery approaches

Your VoC Program

PLAN
DESIGN
BUILD
DEPLOY
OPERATE

Advisory — Focus on expert opinions & perspectives

Project — Focus on deliverables & timetables

Staffing — Focus on competencies & capacity

Managed Service — Focus on outcomes & performance

We offer VoC Services aligned to your program lifecycle…. …delivered in ways that suit you best.

McorpCX is an independent consultancy that helps clients drive greater value and compete better by improving customer and employee experience. Recognized by industry analysts as a customer, employee and digital-experience strategy, design and solutions leader, we unlock growth by re-imagining how organizations can better sell to, serve and engage with their audiences.

Our clients' confidentiality comes first. Because of this, we don't typically reveal client identities in our case studies. But the facts remain.

To learn how we can help you better understand and connect with your customers, visit www.mcorp.cx/contact or call 1-866-526-2655