

How to DRIVE ACTION

& Get Results

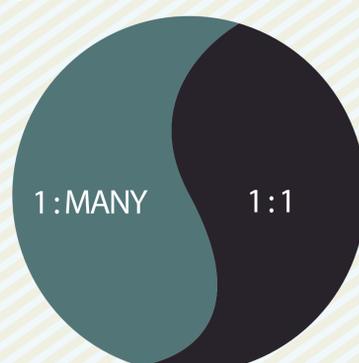
with B2B Voice of Customer Feedback

PRINCIPLES FOR CX BEST PRACTICES

Which Came First?

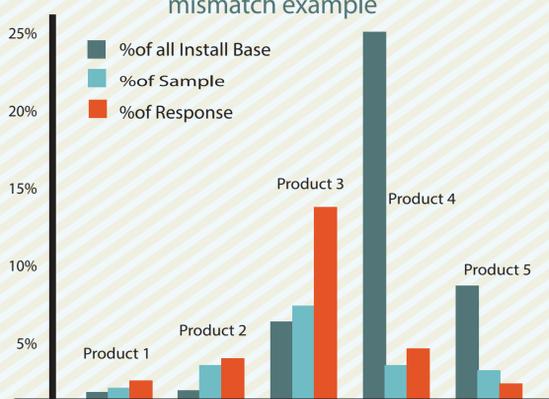


Amplify The Customer Voice Across All Segments (1:Many) and Individually (1:1)



Don't fall in the common trap of only viewing feedback from one or the other. B2B companies need both sides for effective action plans.

Be sure your accounts are accurately represented for trustworthy feedback, unlike this client mismatch example



Product 4 is the biggest portion of the portfolio yet is not properly represented. Product 3's voice is heard, but only represents a small portion of customers.

Is 80% of your revenue coming from 20% of your accounts?



Understand how your accounts stack up in your portfolio. Use a census (vs. sample) approach so each critical voice is heard!

TAKE ACTION

#1



Effectively Recruit from all accounts (1:Many) so that every account has their input.

#2

Demonstrate the benefits of customer success to account managers (1:1)

Enhanced Customer Relationships: 67%

Meet New Prospects: 70%

New Sales Opportunities: 29%

Real SaaS client results post Voice of Customer implementation and 1:1 follow-up

#3



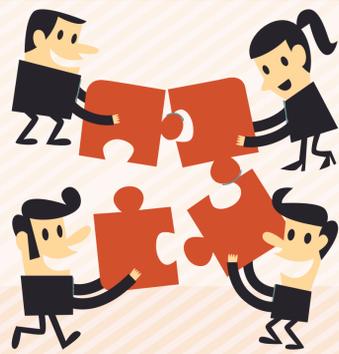
Drill down to the root cause of customer issues. Ask penetrating questions to find out Why your customer is unhappy/happy (1:1)

5 Why's

1. Why are you unhappy with our service?
2. Why did you call Support?
3. Why...
4. Why...
5. Why...

#4

Prioritize which solutions will "move the needle" by linking Voice of Customer insights with financials (1:Many)



#5

Create an action plan that will not only focus on account level (1:1) initiatives, but also across all segments (1:Many).

#6 Activate an Army of Advocates.

You have customers who love you (Promoters) and refer you to friends/colleagues! Seize the opportunity to identify who they are and engage with them to be a powerful tool.

On the flip side, you'll now know which customers need nurturing and are at-risk of leaving you (Detractors). Prove your value by communicating how their input is actively being used to fuel their future success. (1:1 AND 1:Many)

