



Total VOC Maturity Assessment

Circle the choice *closest* to your current state

	Collect	1	No organized approach to collecting the customer's voice
		2	We send out a survey
		3	We collect the customer's voice from multiple customer listening posts
		4	We collect and unify the customer's voice across multiple listening posts into one set of voice of the customer


	Analyze	1	No organized approach to analyzing VOC
		2	Data is put into a spreadsheet and reviewed manually
		3	Themes and trends are determined on a repeated basis and provided as a reporting look-back for decision makers
		4	Systematic, deep analytics performed on numeric and free-form text providing themes, trends and actionable insights for company on both real-time and periodic reporting basis




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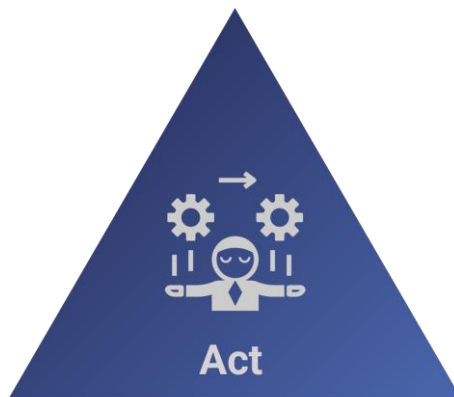
Circle the choice *closest* to your current state

*External Closed Loop Feedback

	1	Automated, generic response to customers
	2	Individualized response without intent for action
	3	Individualized attempt to fix issue. Defined escalation path
	4	Full relationship restoration approach


**Internal Closed Loop Feedback


	1	No sharing of improvement themes OR no action resulting from them
	2	Ad-hoc improvement projects driven by internal team when results appear urgent
	3	Front line team members integrated into solution development and implementation
	4	Full integration into existing and well-defined company cross-department co-design solution prioritization and implementation process (ex: disciplined PMO, Six Sigma, Lean, Operational Excellence)




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<p>Inspire</p> 	1	No mention of customer stories
	2	Survey results shared with teams on an occasional basis
	3	Customer's voice (free-form responses, transcripts) ongoing part of the corporate physical and digital landscape. Regular display (i.e. physical screens with live feed of verbatims) and communication of customer voice such as call listening and internal communications
	4	Customers brought to (or filmed for) company meetings (i.e. Town Halls) to tell their story on an emotional level for entire company

<p>Celebrate</p> 	1	No celebration of individual customer victories
	2	Occasional team level acknowledgement of customer victories and the employee(s) who delivered them
	3	Self-filling cycle of employees observing great customer stories (both their own and of their peers). A process for employees to "shout out" those great stories
	4	Recurring, disciplined approach to collecting and celebrating great customer victories across the company. Daily celebrations and collection of "big" stories for recurring "big" celebrations.

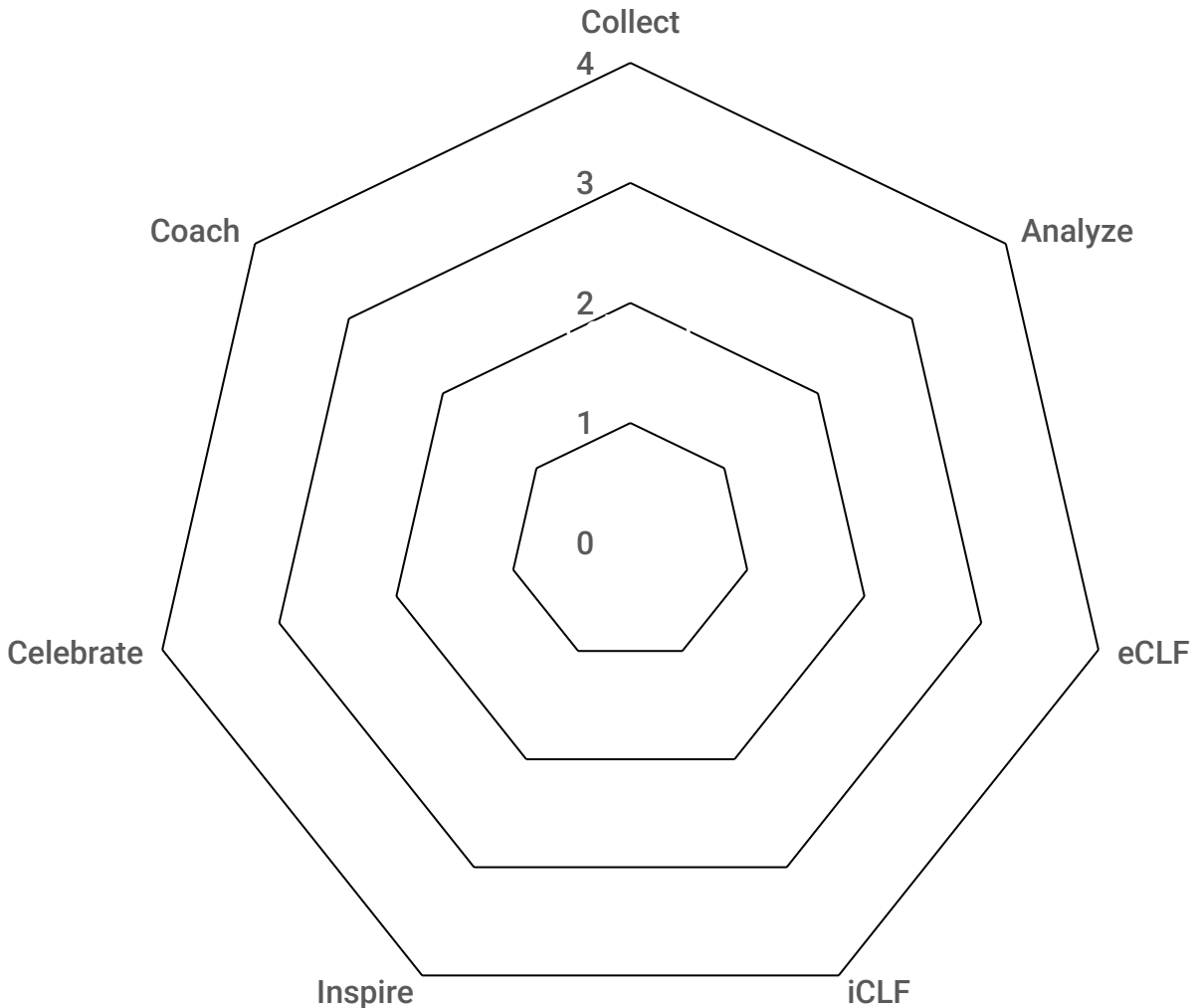
<p>Coach</p> 	1	Operational metrics only. No customer discussion in employee development OR a purely score-based approach to coaching (ex: employee ranking based on NPS scores)
	2	Ad hoc collection of customer voice (both ideal and needs improvement) with recurring coach (aka team lead) employee discussions on customer experience
	3	Systematic collection of customer voice (both ideal and needs improvement) with recurring coach (aka team lead) employee discussions on customer experience
	4	Full program (hiring, onboarding, training, immersion) to equip coaches and employees to deliver great customer experience. Systems in place to collect and use VOC for coaching



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Plot Your Values Below

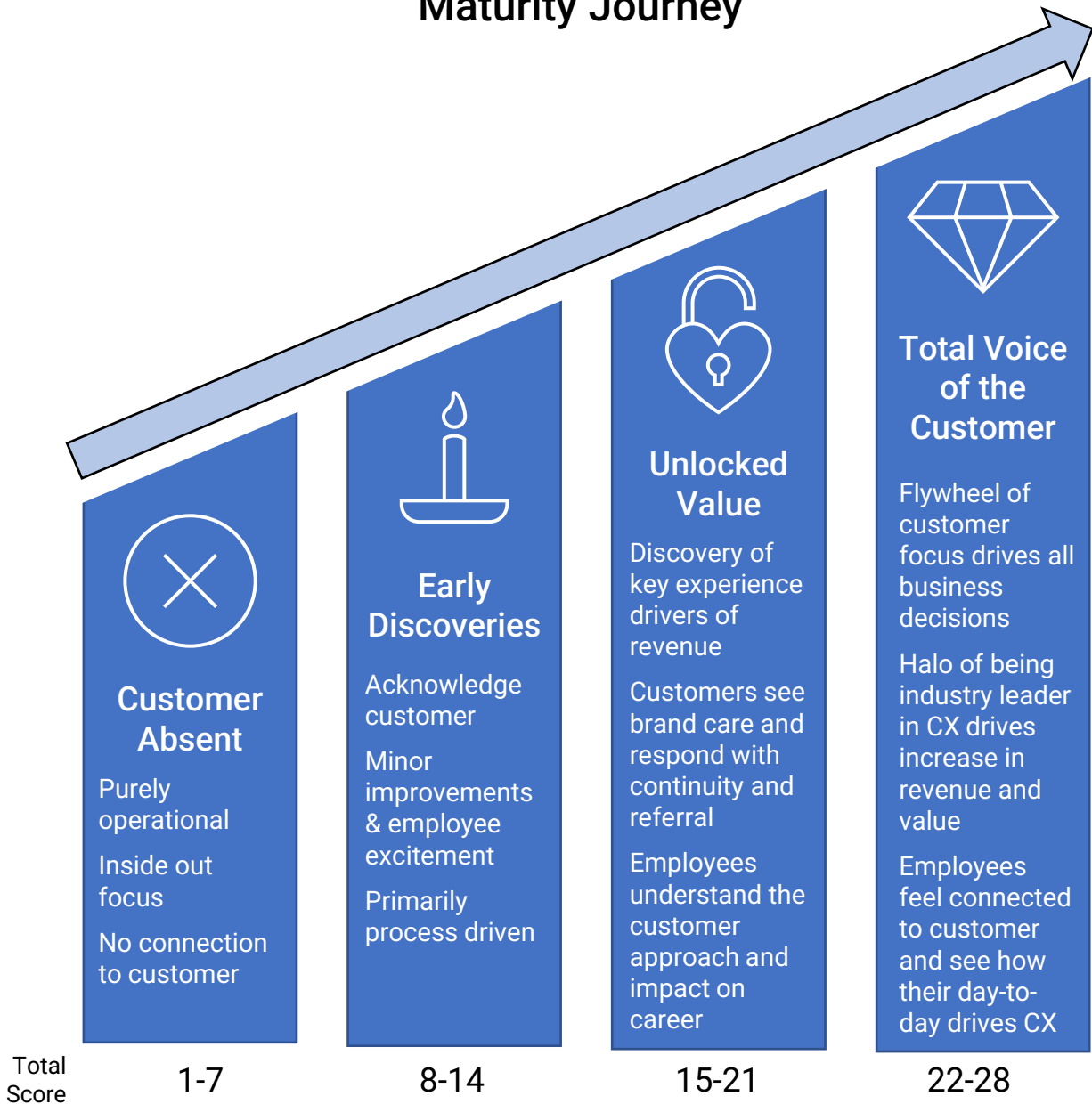
Total Voice of the Customer Maturity



Total Score _____

Total VOC Maturity Assessment

Maturity Journey



Ready for the journey?
info@ex4cx.com

Want to talk about it?
<https://calendly.com/ex4cx-rick-denton>