

- Identify the trigger event or question you are looking to answer to kickstart your program.



PRO TIP

Don't overengineer it. Start with a small problem/question for easier measurement and iteration along the way. Learnings from starting small will make it easier to scale efficiently.

- Align to org-wide business impact across stakeholders.



PRO TIPS

Keep the customer central to everything you do.

Align to business KPIs and OKRs (strategy to execution.)

Get buy-in from leadership and educate on the power of a customer-centric organization.

- Define a data collection plan.



PRO TIPS

Start small and use existing tools like spreadsheets or databases with BI visualization tools. This can serve as the starting point for a centralized, cross-functional dashboard.

Over time, work on a plan to integrate technology and tools for automated and more efficient scaling.

- Collect data early & often (structured & unstructured data).

PRO TIP

As you begin your VOC journey, start with the lowest hanging fruit. Combine the power of existing and easily extractable data (e.g., structured metrics, like peer review ratings or NPS survey scores) with unstructured data, like raw customer feedback through qualitative interviews and surveys.

- Communicate regularly and celebrate success along the way.



PRO TIPS

There should be a spotlight on this effort in the organization.

Take advantage of opportunities to gain momentum and internal champions by reporting regularly on progress in your own operational meetings, as well as org-wide gatherings.

- Categorize feedback to inform prioritization of action.



PRO TIPS

Organize and align direct customer feedback and pain points to the internal action you need to take in order to solve or alleviate that pain.

Map each piece of feedback then action against an impact & effort matrix to inform your order of operations.

- Build a structured way to prioritize feedback.

PRO TIP

Map opportunities on an impact-effort matrix that aligns to business and customer impact.

- Report on ROI and impact.



PRO TIP

Ensure that you are tracking early, mid, and late stage performance through metrics that ultimately align to your KPIs.

