

Voice of the Customer (VoC) Activation Roadmap

Getting Started

What problem are we trying to solve?

Identify the acute pain in the organization.

| *Example: Churn is high based on scalability issues of the platform.*

Identify who is closest to the problem.

| *Example: Customer Success*

What data do we have readily available today that illustrates the problem?

Identify all data sources (qualitative & quantitative) where data helps you legitimize and tell the story of your customer's pain.

| *Example: Customer Health Score, NPS, Renewal data in Salesforce; Customer interview notes in GoogleDrive; Listening channels such peer review sites, discussion forums, and social media; Account Management call recordings/ transcripts, etc.*

What are the next steps?

This includes the next steps needed to see this solution through.

| *Example: Get buy-in from ELT, Communicate the plan to the organization, Define an operational blue print, Build dashboards, etc.*

What is our proposed solution?

Start with the lowest effort/highest impact solution that will move the needle forward. Describe that solution by writing out what could happen if we made the change with a clear data informed rationale.

| *Example: If we build feature X, associated enablement, messaging, and customer marketing this quarter, we would we see CSAT scores rise by 15% within 2-3 quarters.*

What is the one business KPI/metric that would improve if we solved the problem?

Identify the core metric or KPI you are looking to improve based on the proposed solution

| *Example: Net Retention.*

Who do you need in the organization to execute the proposed solution?

Identify the internal team. Start with who can influence and see the solution through.

| *Example: Create a RACI; Assign ownership to those best positioned to execute.*