



UNDERSTAND



RESEARCH

VoC

## Research Programme

A Voice of the Customer Research Programme is typically a one-off exercise, which takes the business through a four-step process, namely:

1. VoC - Focus Groups
2. VoC - Qual to Quant
3. VoC - Surveys
4. VoC - Analytics

This helps the business to:

- Identify customers' expectations of a world-class provider and the relative importance of these expectations
- Understand the business' current performance against the expectations
- The mapping of importance and performance scores of the expectations to the customer journey framework to understand current customer journey performance, ideal customer journey performance, moments of truth, pain points and performance gaps across the customer journey
- Other key insights such as brand differentiators, satisfaction drivers, retention drivers, repurchase intentions and recommendation intentions

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