



VoC System Tune-Up

Voice of the Customer closed-loop feedback systems are introduced to help businesses gather ongoing, real-time insight data relating to company performance following customer interactions. However businesses often require support to ensure that they are leveraging the greatest benefit from systems they have implemented. We work with businesses to:

- Build multi-channel data collection opportunities across relevant customer touchpoints
- Ensure that reporting systems provide an accurate, real-time and complete reflection of customer sentiment
- Ensure that appropriate closed-loop feedback mechanisms and procedures are in place
- Ensure that resolution management is set-up and working
- Ensure that closed-loop systems extend to and enable root-cause analysis, so that the business tackles the source of recurring issues

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