

# Voice of the Customer Strategy Workshop

Create a complete Voice of Customer Strategy for your company that increases revenues, saves money and grows with your company.



## The Voice of the Customer Problem

Customers are complex. Despite all you know about them, their needs and opinions are constantly changing. Gaining deep and reliable insight into what your customers want and need is a constant challenge.

Voice of the Customer (VOC) is a way to gain customer insights that proactively reduce churn, increase customer satisfaction and accelerate revenue growth.

Companies with a structured VOC strategy enjoy 55% greater customer retention rates, have an average 23% decrease in year-over-year service costs and employee engagement rates skyrocket by 292%.\*

## The Voice of the Customer Strategy Workshop Solution

The VOC Strategy workshop will help you

### Discover

Identify and locate your vital missing data gaps that are losing you customers



### Learn

Learn which Best-in-Class VOC practices are ideal for you to increase retention and customer satisfaction



### Create

Create a complete VOC strategy that grows with your company so you can be proactive instead of reactive to new changes



ANITA TOTH



## Learn More



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\* Aberdeen group study results

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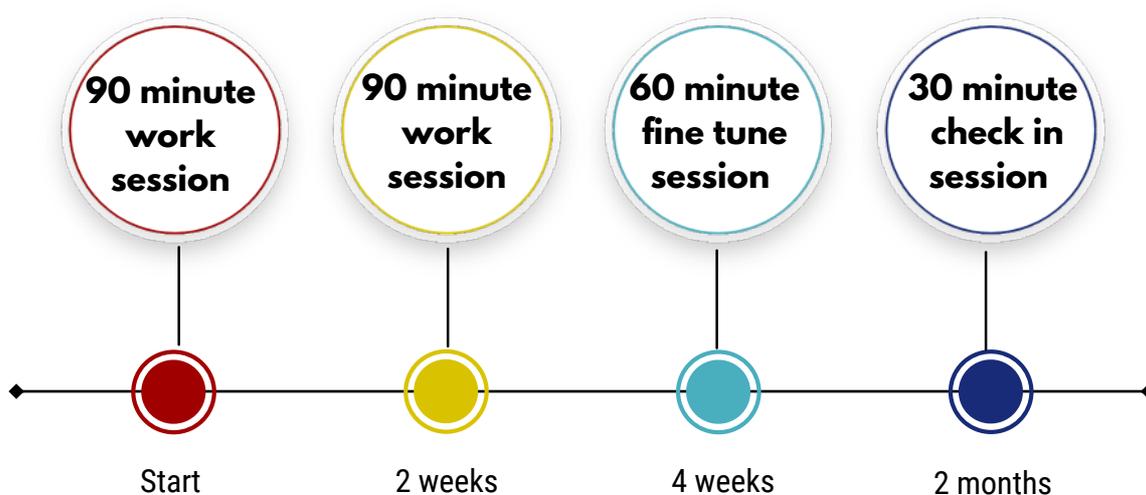
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## Details

Over a 4 week timeframe, we will help you build a Voice of the Customer Strategy that includes

- ✓ governance and responsibility to ensure feedback is acted on quickly and effectively
- ✓ the right mix of qualitative and quantitative customer feedback types to eliminate data gaps
- ✓ plans to easily expand your VOC program as your company grows



## Your VOC Experts

Chief Churn Crusher, Anita Toth and her team help companies gather the true voice of their customers. Their proprietary *Customer Insights 360* system uses research methods from Anita's 20+ years of academic work to help SaaS companies to reduce churn, increase customer satisfaction & accelerate revenue growth.



## ANITA TOTH



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