

The Benefits of Seeing the Bigger Picture

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It seems like everybody is on a “journey” these days but when it comes to service, many companies ignore the customer journey to focus instead on the service they are offering at separate, distinct touchpoints. The cumulative customer experience, therefore, is often frustrating and dissatisfying. Customers dealing with yet another department within one organisation are left with the sense that nobody has exclusive control over their issue or even fundamentally understands it. This compartmentalised nature of service delivery fosters an insular culture where each department works independently and the customer’s goodwill is steadily eroded.

So, what should be done?

Companies that skillfully manage the entire customer experience across multiple touchpoints and multiple channels over time reap the great rewards of enhanced customer satisfaction, increased revenue, reduced churn and greater employee satisfaction.

That is not to say that this is an easy business model to implement. It requires in depth examination of specific customer issues, cross-departmental collaboration, and the establishment of new employee responsibilities and performance expectations.

Collating feedback from customers and employees across all departments gives you the overall picture you need to fully understand the customer journey and identify those areas that need improvement. But asking the questions is not enough. Once you have listened to customer feedback, you need to act on it and communicate to customers and employees alike that you have addressed the issues. Letting your employees have knowledge of/ accountability for the entire customer process engenders a holistic, shared, company-wide approach that gives a more accurate impression of what the customer is experiencing when dealing with your organisation. This can only improve the customer experience!

Voice of the Customer Surveys

Voice of the Customer surveys help you learn first hand about specific service shortcomings and identify any discrepancies between marketing promises and service delivery. Hearing directly from

your customers and looking in depth at individual cases can often highlight trends which are not visible if you focus exclusively on each customer interaction point separately.

Opinion-8

Opinion-8 is the perfect tool to capture the Voice of your Customer and is used effectively in the public and private sectors to drive genuine service improvements. Our post-call IVR VoC telephone surveys allow your customers to speak for themselves equipping you with incomparable information about the entire customer journey. Results for all surveys can be seen online via a secure website giving you the ability to analyse and crucially to respond to your customers' feedback.

For More Information

Do contact us, as we are happy to help.

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