

# You're Never Too Big to Listen to the Voice of your Customer

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Large, multi-national organisations supporting several brands and employing thousands of people face a great many challenges to ensure that they are listening to their customers and responding to their needs. In large companies, where those making decisions can become very distanced from their customers, it is imperative that the Voice of the Customer is continually listened to and analysed in order that the business can respond with speed to their customers' changing requirements.

## Choosing a feedback supplier

If you are looking to run surveys across different brands, in many contact centres, in different languages, you need to look for a sophisticated, complex yet user-friendly solution:

- Ensure that your survey provider is able to run surveys in several languages and can set up surveys abroad if necessary. Also, ensure that they have the ability to allow for variations of the same survey to run simultaneously and the results to be examined independently and as a whole.
- To get a truly accurate impression of how your business is operating, it is necessary that you capture the voice of your customers and learn directly from them. This naturally has added complications if your business operates in many different countries. Make sure that your survey provider can capture verbatim and offers a transcription service.
- Check that your survey provider can provide a variety of survey methods to give you choice and flexibility. A good provider should be able to offer inbound and outbound IVR telephone surveys, web surveys and SMS surveys. Having one point of contact will reduce stress, increase efficiency and will invariably be more cost effective.
- If you are spanning a surveying project across many contact centres, it is more than likely that you will be contending with several differing technical capabilities. The provider you

select ought to have a variety of methods in its armoury to enable you to run the surveys and link customer contact details and agent identifications to each survey with minimum effort on your part.

- If your contact centres handle a large number of calls, it is important that you can keep a handle on costs by controlling the amount of feedback you collate. Check that your survey provider has a solution for that. Automatic agent quotas, for example, can ensure that only a set number of surveys associated with each agent are conducted each day.
- When soliciting opinions from your customers, you are reliant on their goodwill. It is important, therefore, that the process of surveying them does not potentially jeopardise their good opinion of your business. With this in mind, check that your survey provider has the requisite technology to schedule calls only within business hours, regardless of whether you operate a 24/7 operation or not.
- The feedback you collate must be relevant and actionable. Thoroughly examine your survey provider's reporting capabilities. Having the ability to create favourite reports that automatically update, applying filters to tunnel down to the data and ranking results by agent, allows easy comparison for performance management. Being alerted via SMS or email if results are falling outside acceptable limits, ensures that action can be taken immediately. You may also simply want the raw data to use a third party reporting system.

## For More Information

Do contact us, as we are happy to help.

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