

SMOKE

CONTINUOUS IMPROVEMENT IN VOC



Step 1:
Establish Clear Objectives.
Define goals and outcomes.



Step 2:
Gather Comprehensive VoC Data.
Use multiple sources: surveys, social media, reviews.



Step 4:
Prioritise Improvement Areas.
Focus on impactful feedback.



Step 3:
Analyse and Segment the Data.
Identify trends and segment by demographics.



Step 5:
Implement Changes.
Develop and execute plans.



Step 6:
Communicate with Customers.
Inform customers of changes via multiple channels.



Step 8:
Continuously Refine the Process.
Regularly review and update strategies.



Step 7:
Monitor and Measure Results.
Track KPIs such as NPS and customer satisfaction.