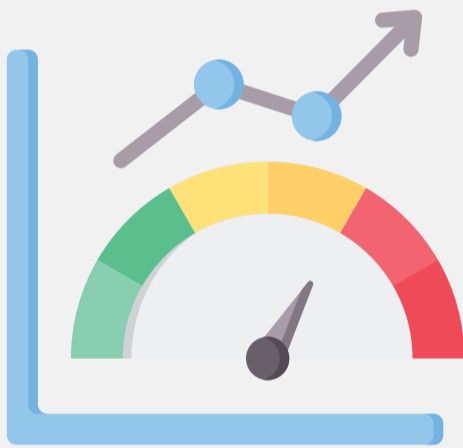




Voice of the Customer Voice of the Customer (VOC) in a Digitised Customer Journey

Select a Single Metric

Consistent use of a CX metric (e.g. Net Promoter Score [NPS®] or Customer Satisfaction [CSAT]) across channels is important to ensure a holistic and consistent view of CX can be tracked regardless of the type of interaction.



Measure The Drivers of CX

Driver metrics such as empathy, ease or communication are vital to understanding where gaps are - whether in the digital or human experience.

Be Human

Human interaction matters, and as such post-interaction feedback tied to agent, advisor or branch teller is important.



Multiple Interactions Make a Journey

Gathering feedback at a single interaction or touch point does not tell the whole story. Numerous feedback opportunities exist and should be leverage to ensure a consistent picture is created across a customer journey.

Follow The Customer

Feedback invitations should suit the channel the customer engages with. Feedback forms part of the customer journey, and should flow seamlessly with different interactions and communications.

