

Voice of the Agent - Example

Purpose of our VOA Program:

1. Reveal customer needs that we don't currently know.
2. Validate our perceptions and plans based on what we do know.

What types of information should you provide?

1. Customers mentioning the impact of external factors on them/their relationship with the organization. (The economy, recent news, personal life choices, etc)
2. Customers mentioning the impact of internal factors on them/their relationship with the organization. (Hours of operation, cost of services, product quality)
3. Customers mentioning products or services that they wished we would provide and/or stop providing.
4. Any other comments, observations, or ideas that arise out of your interactions with our customers.

How we'll use the information you provide us:

1. Measure and evaluate trends on an ongoing basis to help inform future business decisions.
2. Share insights across the organization, particularly the marketing department and executive committee, to ensure that decisions consider this level of customer insight.
3. Report back to all of you with how this information is being leveraged and utilized across the organization.

What should your VOA emails look like?

To: ContactCenterDirector/CustomerAnalyst/ETC

Subject: VOA 05/02/17

Body: Today I received 22 calls from customers wishing that our cancellation policy was longer than 14 days. When I asked them what they would like to see as a cancellation policy, all of them said, "at least, 30 days."

Your feedback may only be a few sentences on some days, or a few paragraphs some others. The important part is that you're providing this type of feedback on a daily basis. We encourage you to start a draft email at the beginning of each day and add comments and ideas as they come to you. The more details that you're able to provide regarding a particular customer's comments, the better, so be sure to ask probing questions when the opportunity presents itself.

If you're ever not sure if something belongs in your VOA email, don't hesitate to ask your supervisor or any member of our leadership team. We're all here to help you and want to be sure that you feel fully equipped to do your job. Thank you in advance for all of your help!