



Voice of the Customer Survey

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Establishing what is important and what
makes you different by asking your
customers

Voice of the Customer Survey

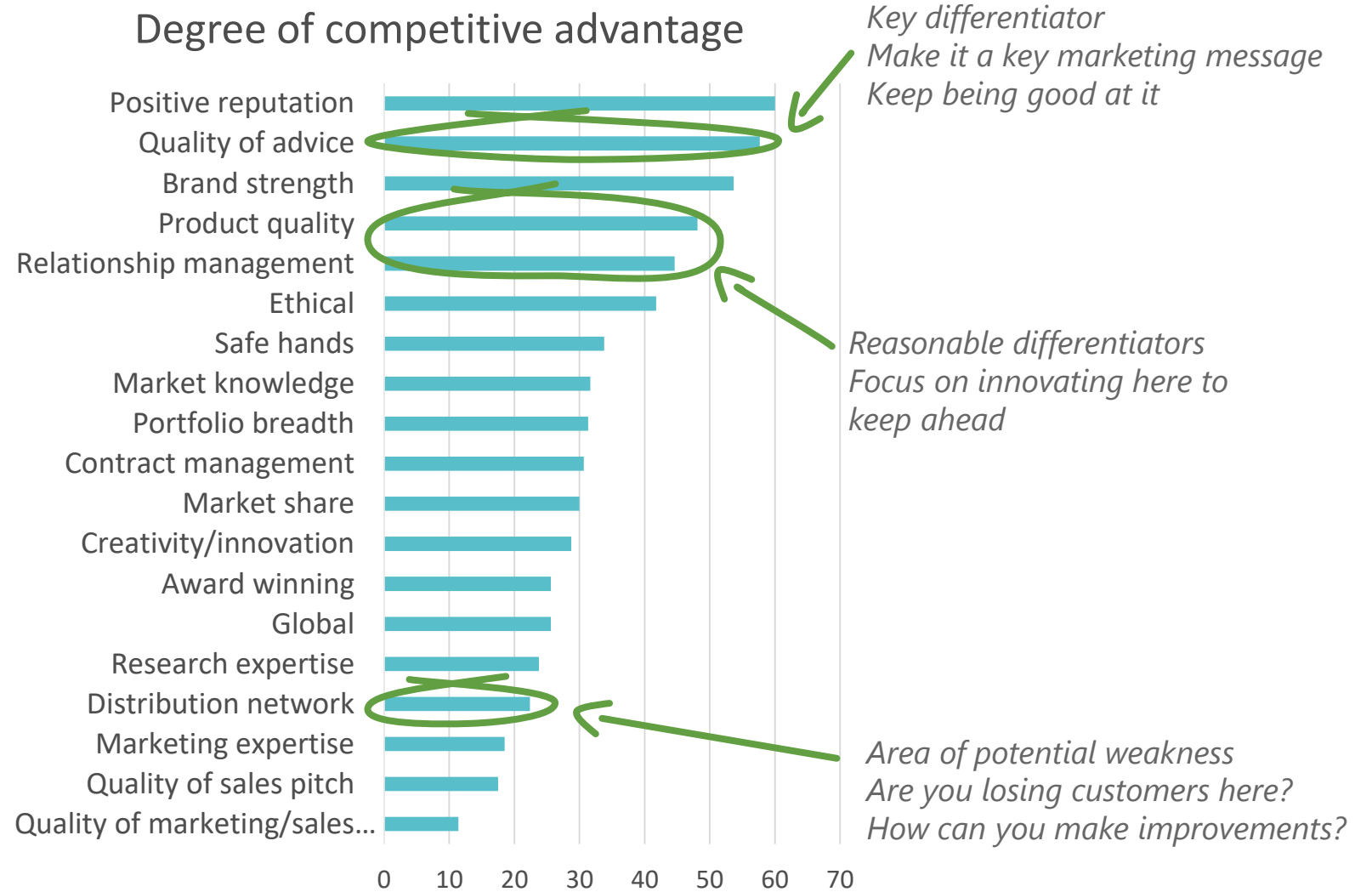
- Online survey distributed to all your nominated customers
- Personalised by you based on your key selling factors
- Can be segmented by type of customer/target segments
- Helps you define key areas of focus for your business and marketing messages

What customers want – an example

Importance of factors to all customers who responded



Establishing competitive advantage



| Using "Voice of the Customer" to compete on value

