



# DO YOU NEED TO **PULL THE PLUG** ON YOUR VOC SOFTWARE?

The landscape of Voice of the Customer software changes every day. Take this quiz to find out if you are maximizing your potential in managing your customers' experiences.

**1. How often does your organization make changes to your customer experience strategy based on information generated by your VOC software?**

- A Monthly       B Annually       C Hardly ever

## **2. How many unique user IDs do you have for your software?**

- Ⓐ Employees manager level and up have unique IDs
  - Ⓑ Many employees, but IDs aren't frequently used
  - Ⓒ More than 10

### **3. Are your employees following up on negative experiences reported by your customers?**

- (A) Every negative experience is addressed
  - (B) Negative experiences are seen but not addressed
  - (C) My enterprise doesn't actively track negative experiences

#### **4. Is your software connected to your CRM, financial data, social media and other organizational software?**

- A Yes, it's used regularly       B We have the capability, but no       C No

## **5. Can your software do text analytics in real time?**

- A Yes, it's used regularly       B We have the capability, but we aren't using it       C No

## **6. How frequently does the front line of your enterprise use quantitative scores to change its operations to better serve customers?**

- A Regularly       B Sometimes       C Never

## **7. Does your platform show the connection between VOC metrics, customer behavior and financial outcomes?**

- A Yes, it's used regularly       B We have the capability,  
but we aren't using it       C No

## **8. How frequently does your enterprise explore new customer experience management solutions?**

- A Regularly       B Sometimes       C Never

## MOSTLY A's

## **Time to truly light up your customer experience!**

Your enterprise is actively managing its customer experience. Partnering with Ipsos Loyalty could help you maintain and further improve this experience!

# MOSTLY B's

# Your customer experience software needs juice!

Your enterprise is on the right track, but could use a partner like Ipsos Loyalty to achieve its full potential in managing the customer experience.

## MOSTLY C's

# Pull the plug on your VOC software ASAP!

Your VOC software is doing your enterprise a disservice because it isn't providing any value. Talk to Ipsos Loyalty to find a solution to start managing your customer experience.