



PRESS RELEASE

For CX Professionals: Expert Report Confirms Voice of Customer (VoC) Program Success Requires Both Service and Technology Providers

Head of Customer Experience (CX) at Ipsos, Jon Atkin, underlines the importance of choosing a consultative services partner alongside the right technology vendor

Chicago, IL, August 7, 2019 — Ipsos, the world-leading research and insights organization, is delighted to have been interviewed for and cited in the June 2019 Forrester [report](#) on how Customer Experience (CX) leaders can take control of their Voice of the Customer (VoC) programs. This excellent report, which provides sound guidance on how to best achieve successful VoC initiatives, counsels that “CX pros who believe that technology will cure their VoC woes are mistaken. Technology alone does not transform CX. Success first requires a focus on people, objectives, and strategy.”

Ipsos’ own research and experience strongly supports these findings. Indeed, the Head of Customer Experience at Ipsos, Jon Atkin, was interviewed in the researching of the Forrester report, and underlined to the authors the extent to which over-rotating towards technology can ultimately limit a program’s overall success.



Mr. Atkin goes on here to comment, “What clients expect from an outstanding VoC program is change that impacts critical business metrics – a program that drives return on investment. Technology is central to this as it puts real-time customer data into the hands of business leaders, driving consistency in the delivery of the customer experience and allowing for distributed ownership of that experience. However, just as important is ensuring the best design, implementation, insights, analytics, activation and embedment of those programs. The right servicing partner will help to drive ROI by working side by side with clients through all parts of their VoC program.”

As Mr. Atkin has alluded to, most client dollars for their VoC programs are earmarked for the software licensing, resulting in fewer dollars being available for a services partner to help optimize VoC programs — a time-consuming and difficult task that few CX leaders have the bandwidth or expertise to undertake themselves. It is clear that technology is an enabler but not the only ingredient for long-term success, and a focus on technology at the expense of a services partner who can help understand and optimize Return on CX Investment (“[ROCXI](#)”) will limit the ability of a VoC program to truly transform an organization.



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About Ipsos

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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