

Using Ember's proven methodology and analytics to reinvigorate a VOC programme and improve CX metrics



Ember

Ember have built a voice of customer methodology based on our extensive experience working in customer management consulting to help you align your organisation behind the customer, and to help you deliver tangible improvement in your CX metrics, including NPS, Customer Satisfaction and Customer Effort.

Methodology Overview

Our VOC methodology looks at the eco-system you need around your VOC data. Surveying customers to gather feedback is not enough to drive continual improvement in CX. You will need analytics to understand the drivers of both positive and negative experiences, service recovery processes to address customer issues when things go wrong (and they will!), strong employee engagement around the customer to make sure you bring your people along with you on the journey and a clear vision from the top team.



Typical client challenges we see

As VOC is a mature offering today, we see many clients that have not capitalised on the changing market dynamics, this includes:

- Analytics has improved, so identifying root cause is simpler than it has ever been
- VOC solution prices have dramatically reduced (up to 80% lower in the last 5 years), so many organisations are paying over-the-odds and are unaware
- CX metrics have plateaued so the VOC programme needs to inject some more life into them to reinvigorate the programme and kick start the CX improvements

Do you have a stagnating CX performance and are unsure why? Do you want to reduce the cost of your VOC solution whilst improving the quality of the output and want help to understand how? If yes, we are here to help!

Our Solutions

We offer a swift and effective way to answer crucial questions and discover hidden trends and patterns – providing actionable insights that relate purely to your business.

Trust our skilled experts to help you understand what better looks like for your business!

[Find out more about our services](#)

[Get in touch with our analytics experts today](#)



Ember

60 Trafalgar Square, London, WC2N 5DS | T: +44 (0)20 7871 9797 | E: info@embergroup.co.uk | www.embergroup.co.uk