

Voice of the Customer Program

Measurably improve the customer experience and build deep, lasting loyalty

The growing relationship between customer loyalty and the bottom line has prompted many organizations to understand their customers. Vovici's Voice of the Customer (VoC) Program offers a systematic approach for creating an intelligent, ongoing dialogue with customers. Using our time-tested VoC methodology, Vovici works with you to turn feedback into customers who stay longer, spend more and recommend you without hesitation.



Keep a pulse on customer sentiment

Reveal a deep understanding of customer priorities and challenges to monitor and exceed customer loyalty goals.



Unlock customer perceptions

Measure and improve marketing efforts, support interactions, product enhancements and other initiatives.



Drive customer loyalty & retention

Resolve issues with real-time feedback to improve the customer experience.



Fuel product & service innovation

Engage customers by offering them a voice to shape innovation in products and services.

With a VoC Program from Vovici, you can:

- Improve response rates and relationships by using what you already know to personalize the survey experience.
- Use customized alerts to take immediate action on issues and opportunities.
- Identify and understand key challenges and trends to make smarter business decisions.
- Create and share secure online reports online to rapidly uncover and act on insights.
- Increase customer loyalty by proving that you care about their needs and concerns.

Vovici's VoC Program includes:

TECHNOLOGY	Vovici's award-winning Survey Workbench to centralize research and create a complete view of your relationship with customers.
SURVEYS	Customer loyalty services to develop valid, reliable relationship surveys that trend attitudes and identify friction points.
CONSULTING	Industry experts ready to work with you to develop an optimized strategy, comply with best-practices and use a time-tested, action-oriented methodology.
REPORTING	Reporting and analysis expertise to design and distribute in-depth reports and executive dashboards.
TRAINING	Extensive training to maximize your investment in Vovici and ensure consistent use of best practices.

Why Vovici?

- More than 15 years of industry experience
- Utilized by 60% of the Fortune 500
- Over 2,000 customers in more than 47 countries
- 150 million completed surveys and counting in over 150 languages

"Vovici is the solution Oracle counts on to build a world-class VOC program. Since using Vovici, we improved our response rates by 25% resulting in over 200,000 responses this year alone."

Jeremy Whyte, Dir. Customer Feedback & Reporting, Oracle