



# Voice of Customer (VoC)

## Customer Survey Report Example

**ADVANCE**  
MEDIA  NEW YORK



VoC fueled by driverresearch



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**“Making business decisions without data is like driving with your eyes closed.”**

**- Dan Zarella**

Social Media Scientist at HubSpot

**ADVANCE**  
MEDIA ▼ NEW YORK



**drive**research



# Background & Methodology

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## Objectives

In January 2017, Company ABC partnered with Advance Media New York and Drive Research to conduct a customer survey. The primary goal of the market research study was to provide Company ABC with the necessary data to better understand customer needs, wants, behaviors, as well as provide key insights into the potential customer portal. The data and findings from the market research have been compiled into this report which will help guide Company ABC with customer relationship strategies, marketing ROI, competitive insight, and opportunity areas to further strengthen the relationships with end-users and distributors. Additionally, the data will be used to drive next steps in marketing efforts.



## Approach

To address the objectives at-hand, Drive Research recommended a quantitative market research approach to this project. A customer survey was utilized to receive feedback in the most cost effective way. The survey was designed, tested, administered, managed, analyzed, and reported on by Drive Research. Company ABC was identified as the sponsor of the market research. The survey lasted an average of 5 to 7 minutes and included 20 questions. Fieldwork began on March 17<sup>th</sup> and lasted until April 1<sup>st</sup>. A total of **130 respondents participated in this survey**. A copy of the survey script can be viewed in the appendix of this report.

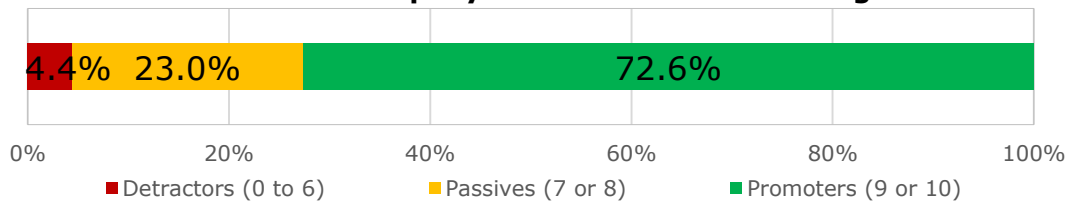
Questions or comments on this market research report can be directed to George Kuhn, Owner & President of Drive Research at [gkuhn@DriveResearch.com](mailto:gkuhn@DriveResearch.com) or by calling 315-303-2040.



# Executive Summary

## NPS

Using a scale of 0 to 10 where "0" indicates not at all likely and "10" indicates very likely, how likely is it that you would recommend Company ABC to a friend or colleague?



NPS = % of Promoters - % of Detractors



## Customer Survey Themes and Recommendations

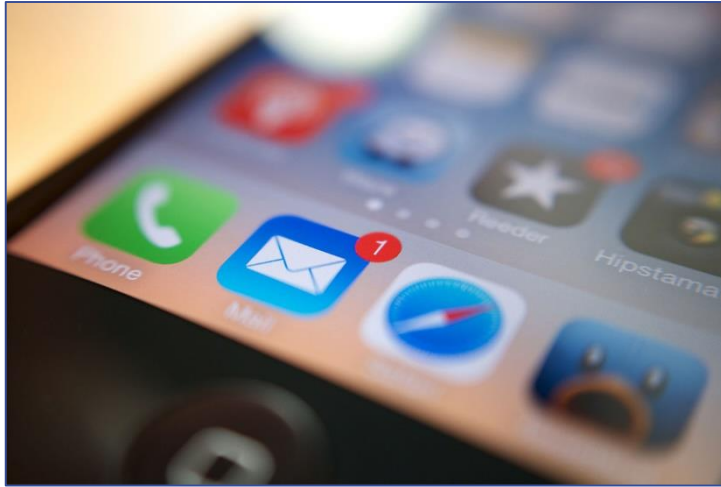
- **Company ABC Customers are Extremely Satisfied and Loyal.**  
Using the net promoter score (NPS) metric of likelihood to recommend which ranges from -100 to +100, Company ABC scored a +68. NPS is broken down into 3 respondent categories: (1) promoters or those who actively promote a company or brand, (2) passives who do not promote or detract from a brand but can be easily swayed to a competitor, and (3) detractors or those who actively detract from a brand through negative word-of-mouth.

Company ABC promoters outnumber detractors 18:1. The average NPS score collected among over 80,000 organizations and companies over the past 12 months was +40. The Company ABC NPS of +68 was 70% higher than the industry average. When asked top-of-mind, customers associate "product ABC" and "good customer service" with Company ABC.

Company ABC should look to further strengthen relationships with key customers by using the nearly 65% of respondents who requested to be involved in future research opportunities. This audience is interested and ready to be engaged as needed to help Company ABC further drive relationships and loyalty.

- **Drivers to Satisfaction Include Customer Service, Reliability, and Quality.**  
When customers were asked to explain their high likelihood to recommend Company ABC, several key themes emerged. High satisfaction scores are driven by customer service, reliability, accuracy of orders, and quality products. Ease of ordering products was also rated very high in terms of satisfaction. These factors are key differentiators for Company ABC when compared to the competition. They should be featured in marketing materials and on the website as factors that separate Company ABC from Competitor A, Competitor B, and Competitor C.
- **Areas of Improvement Include Pricing and Availability of Stock and Inventory.**  
By asking about importance and satisfaction with specific factors of the customer experience (CX), Company ABC can begin to prioritize areas deemed important by customers but where satisfaction falls slightly behind. The two factors that emerged as high priorities for Company ABC (high importance and lower satisfaction) were prices of the products ordered and availability of stock and inventory. Company ABC should look for opportunities to optimize processes and explore ways to lower costs for customers as well as review inventory and the products which may not be meeting expectations. Particularly because these are both factors considered of Tier 1 importance.





- **Ease of Ordering Products Not Extremely Important, But Satisfaction is High**  
Customers of Company ABC were extremely satisfied with the ease of placing orders or the metric in market research deemed as Customer Effort Score (CES). Ease of ordering products ranked 2<sup>nd</sup> of 8 factors tested as part of the customer experience at Company ABC. Furthermore, ease of ordering products was not of critical importance. Email is the most preferred form of communication when placing orders and communicating for business purposes with Company ABC. A minor portion of the customer audience prefers phone or text as forms of communication. Among social media platforms used, LinkedIn is ahead of Facebook, Twitter, and YouTube for business purposes. Customers are most interested in learning about innovative new XYZ products and industry trends. These should be the large focus of content on the website and shareables on social media.
- **Among the New Ordering Concepts Tested the Online Portal was Most Appealing**  
On a 1 to 5 scale the mean appeal rating for the customer portal concept was a 3.6. This outranked text alerts (2.4) and an app on a phone with push notifications (2.1). With the ease of ordering at Company ABC score so high including customer service, reliability, and accuracy, an assumption can be made that major problems do not exist. The portal was viewed as having some appeal for orders or inventory checks in which the distributor or customer needs to proactively gather information. Based on the survey responses, the portal does not appear to be a necessity but would appear to add value for customers with a higher than average mean appeal score.

After reviewing the findings and themes from the VoC research, a composite persona of a typical Company ABC customer was compiled based on specific profiling and behavioral traits from the data. This is not an actual respondent, but rather a representation of a typical collection of attitudes and traits based on findings from the over 100 completed surveys summarized into one customer story. It is presented in order to help give a human face to the data and discuss a typical customer experience as the participant works with Company ABC and makes decisions about were products.



### **“John”**

John has been a distributor and customer of Company ABC for many years. John is 54 years old and works in the DEF industry. When he sees or hears the company name he immediately thinks of “XYZ” and “good customer service”. As a distributor he orders products from Company ABC throughout the year but also orders from several other XYZ manufacturers including Competitor A, Competitor B, and Competitor C.

However, there is no argument, he considers Company ABC to be better and is very likely to recommend Company ABC to friends and colleagues when asked. He’s a true promoter of the company. This loyalty is driven by the excellent customer service, reliability, accuracy of orders, and quality of the product. He also considers the ease of ordering as a strength.

Although areas for improvement are few and far between for Company ABC, he would like to see better stock and inventory of the products he orders to speed up turnarounds. He also views the prices at Company ABC as an area which can be improved. Pricing is the most important factor to him when choosing a XYZ manufacturer, followed by customer service.

John prefers to deal with 123 XYZ manufacturers by email. He does a little communication by phone but only as needed. He thought the idea of a customer portal was a good one and he’d likely use it. It was a much more attractive idea than the text alerts or phone app. He has a LinkedIn profile but doesn’t use Facebook, YouTube, or Twitter for business purposes. He is interested in reading more about innovative new XYZ products as well as industry trends.



## VOICE OF CUSTOMER (VOC) RESEARCH

partnered with Advance Media New York and Drive Research to conduct a customer survey. An online survey was created to provide with the necessary data to better understand customer needs, wants, behaviors, as well as provide key insights into the potential customer portal. The survey lasted an average of 5 to 7 minutes and included 23 questions. A total of 130 customers responded to this survey.



**NPS +68**

Scores range from -100 to +100. This score is 70% higher than the nationwide average.



**65%**

The percentage of customers who want to be engaged in next steps and future market research.



### DRIVERS OF SATISFACTION

Customer service, reliability, the accuracy of orders, and quality products are key differentiators for



### AREAS OF IMPROVEMENT

(1) Prices of the products ordered and (2) availability of stock and inventory.



### EASE OF ORDERING PRODUCTS

Customers were extremely satisfied with the ease of placing orders. When doing so, customers prefer email.



### ONLINE PORTAL

The online portal was rated the most appealing among ordering concepts tested but does not appear to be a necessity.



**JOHN**

54 years old  
Distributor in the Electric industry  
*Note: John is not a real customer.*

### MEET "JOHN" A TYPICAL CUSTOMER PROFILE

- Immediately thinks of \_\_\_\_\_ and "good customer service" when sees or hears \_\_\_\_\_
- Orders from \_\_\_\_\_ and \_\_\_\_\_ as well as \_\_\_\_\_
- Considers \_\_\_\_\_ to be "better" and is very likely to recommend it to other distributors and customers.
- Would like to see stock/inventory availability and price improve.
- Prefers to communicate via email.
- Likely to use customer portal.



# Appendix

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**drive**research



**“Research is formalized  
curiosity. It’s poking and  
prying with a purpose.”**

**- Zora Neale Hurston**

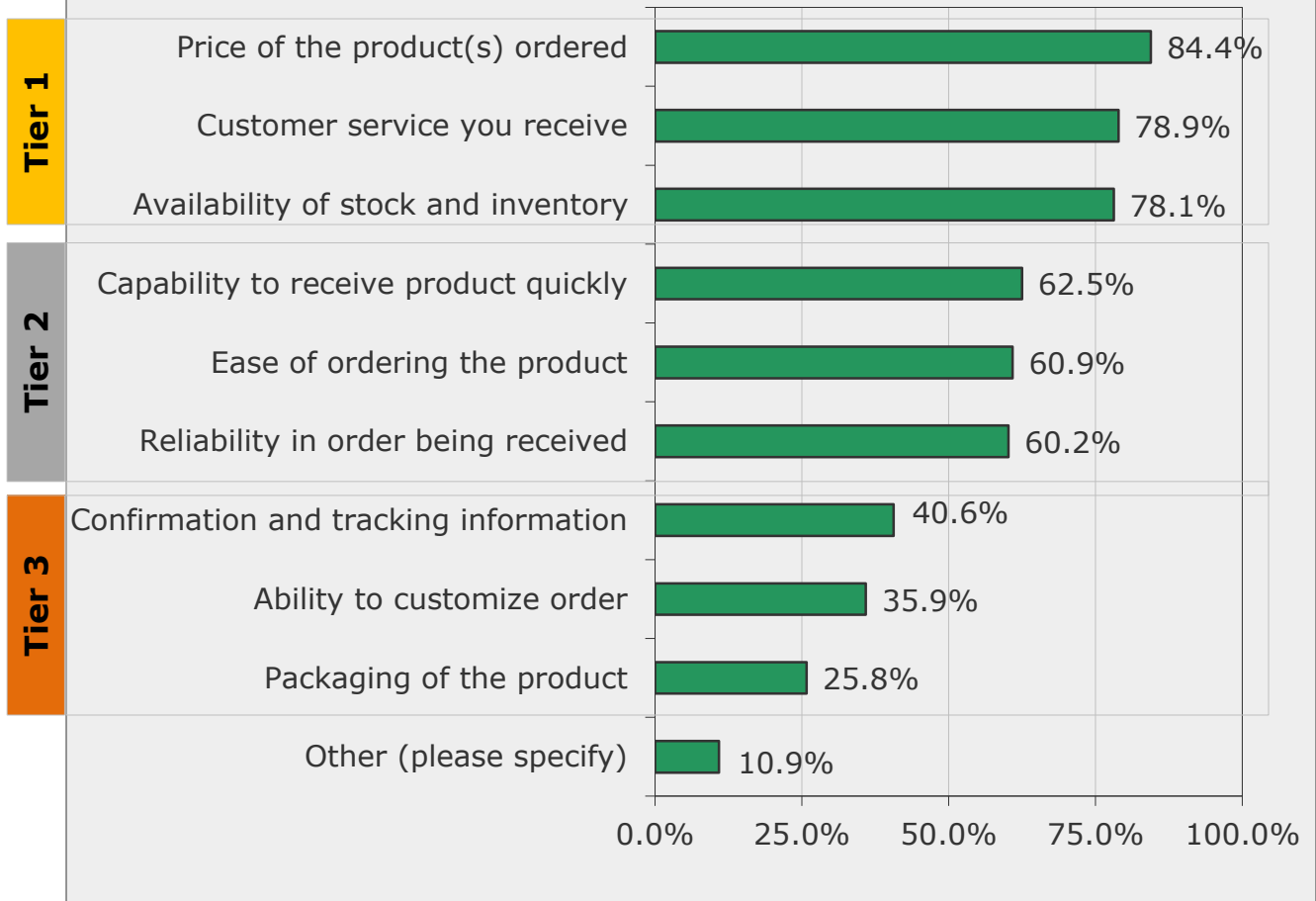
**Q1: When you see or hear Company ABC, what is the first word or phrase that comes to mind? Open ended. Coded.**  
**n129**

Coded responses	n	%
XYZ (SIS, XHHW, XLP, etc..)	44	34.1%
<b>Good customer service</b>	<b>29</b>	<b>22.4%</b>
Quality	11	8.5%
Tracer XYZ	8	6.2%
Building XYZ	5	3.9%
A	5	3.9%
B	4	3.1%
Local	4	3.1%
C	3	2.3%
Good price	2	1.6%
D	2	1.6%
Other(s)	12	9.3%

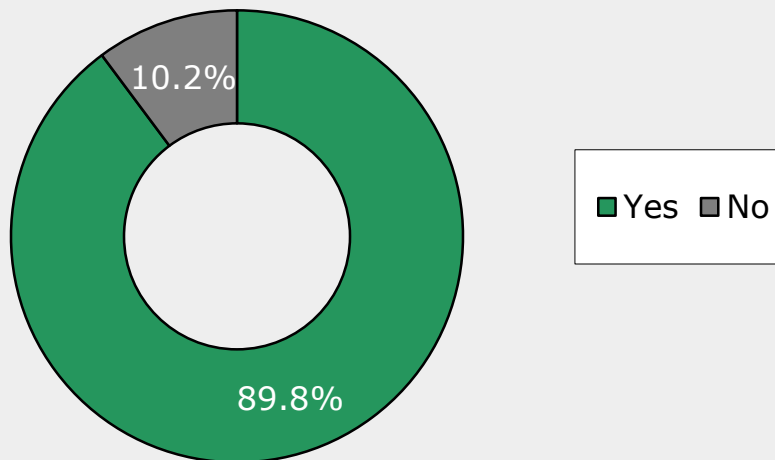
**Q1: When you see or hear Company ABC, what is the first word or phrase that comes to mind? Open ended. Coded.**  
**n129**

The word cloud below puts emphasis on words that are most frequently used by respondents (i.e. words that are larger were used more frequently).

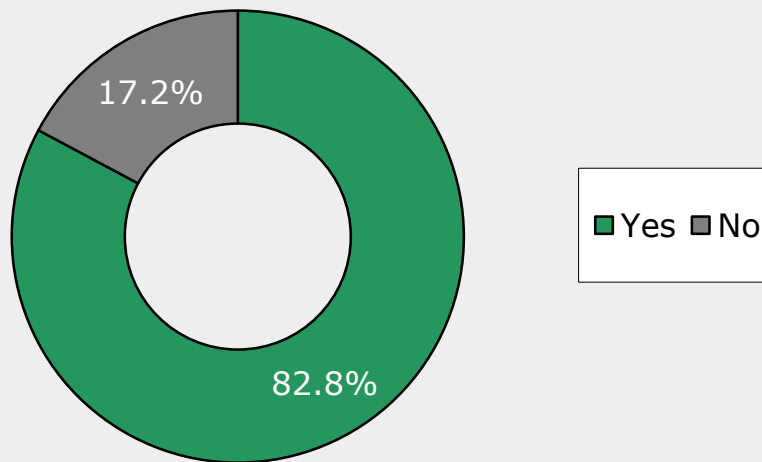
**Q2: What factor(s) matter most to you when selecting a company for your XYZ product needs? Select all that apply.**  
n128



**Q3: Have you ordered any product(s) from  
Company ABC in the past 12 months?  
n128**



**Q4: Have you ordered any XYZ products from other manufacturers in the past 12 months?**  
n128



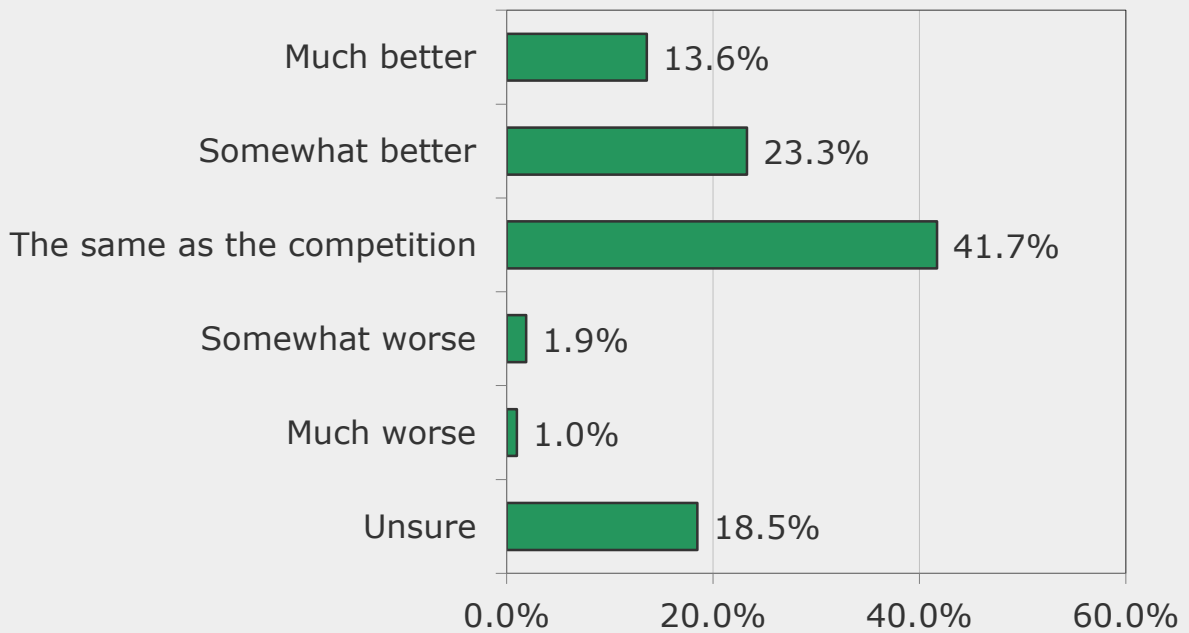


**Q5: Other than Company ABC, which XYZ product manufacturer have you ordered the most XYZ products from in the past 12 months?**  
**Open ended. Coded.**  
**n95**

Top 10 coded responses	n	%
A	17	17.9%
B	14	14.7%
C	8	8.4%
D	6	6.3%
E	6	6.3%
F	4	4.2%
G	3	3.2%
H	3	3.2%
I	3	3.2%
J	3	3.2%
Other(s)	46	48.4%

Other includes: placeholder.

**Q6: How does Company ABC products compare to this company? Company ABC is... Select one.**  
**n103**



- Key themes: While many indicated Company ABC is a good vendor, others noted that prices and availability of in stock items could be improved.

**Q7: What could Company ABC do to make you a more frequent customer? Open-ended.**  
**n113**

- Open-ended text comments here.

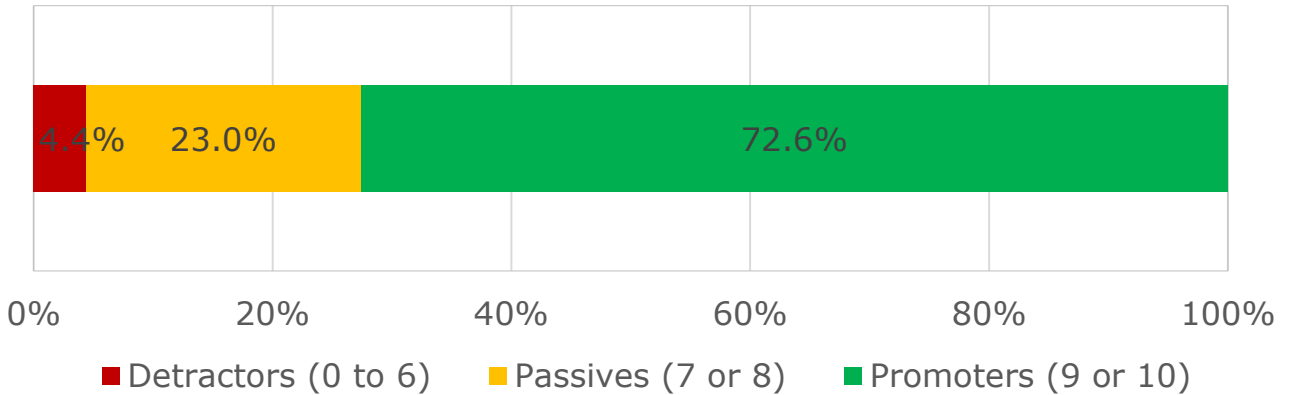
**Q7 (Continued): What could Company ABC do to make you a more frequent customer? Open-ended.  
n113**

- Open-ended text comments here.

**Q7 (Continued): What could Company ABC do to make you a more frequent customer? Open-ended.  
n113**

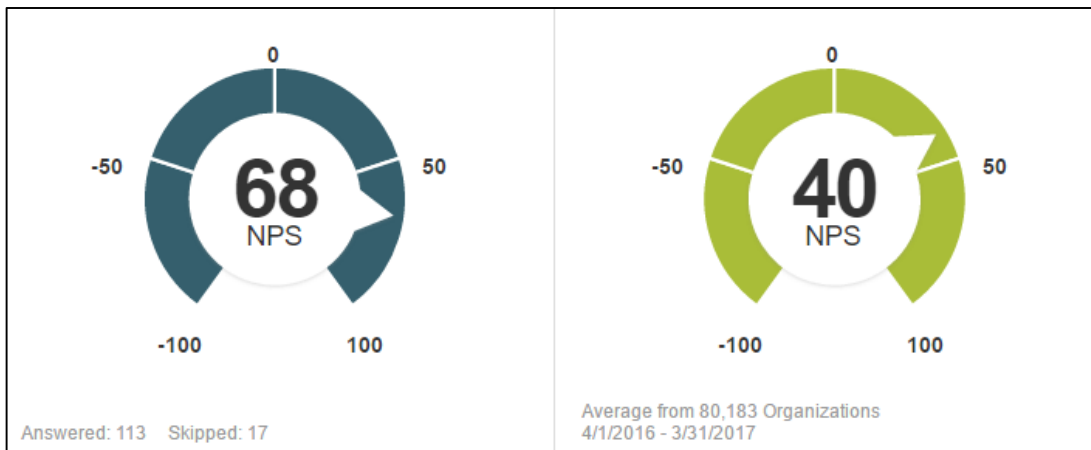
- Open-ended text comments here.

**Q8: How likely is it that you would recommend Company ABC to a friend or colleague? Select one.**  
**n113**



**Company ABC NPS**

**12-Month Benchmark**



**NPS Score by Customer Rating: A (+75), B (+67), C (+52)**

Key themes: Great customer service, reliable, and high quality products.

**Promoters (10-9) Q9: Why? Open-ended.  
n58**

- Open-ended text comments here.

**Promoters (10-9) Q9 (Continued): Why? Open-ended.  
n58**

- Open-ended text comments here.



Key themes: Good customer service, quick, and helpful.

**Passives (7-8) Q9: Why? Open-ended.  
n19**

- Open-ended text comments here.

Key themes: One respondent noted Company ABC has good quality and price, yet another commented that they had ordering issues.

**Detractors (0-6) Q9: Why? Open-ended.  
n3**

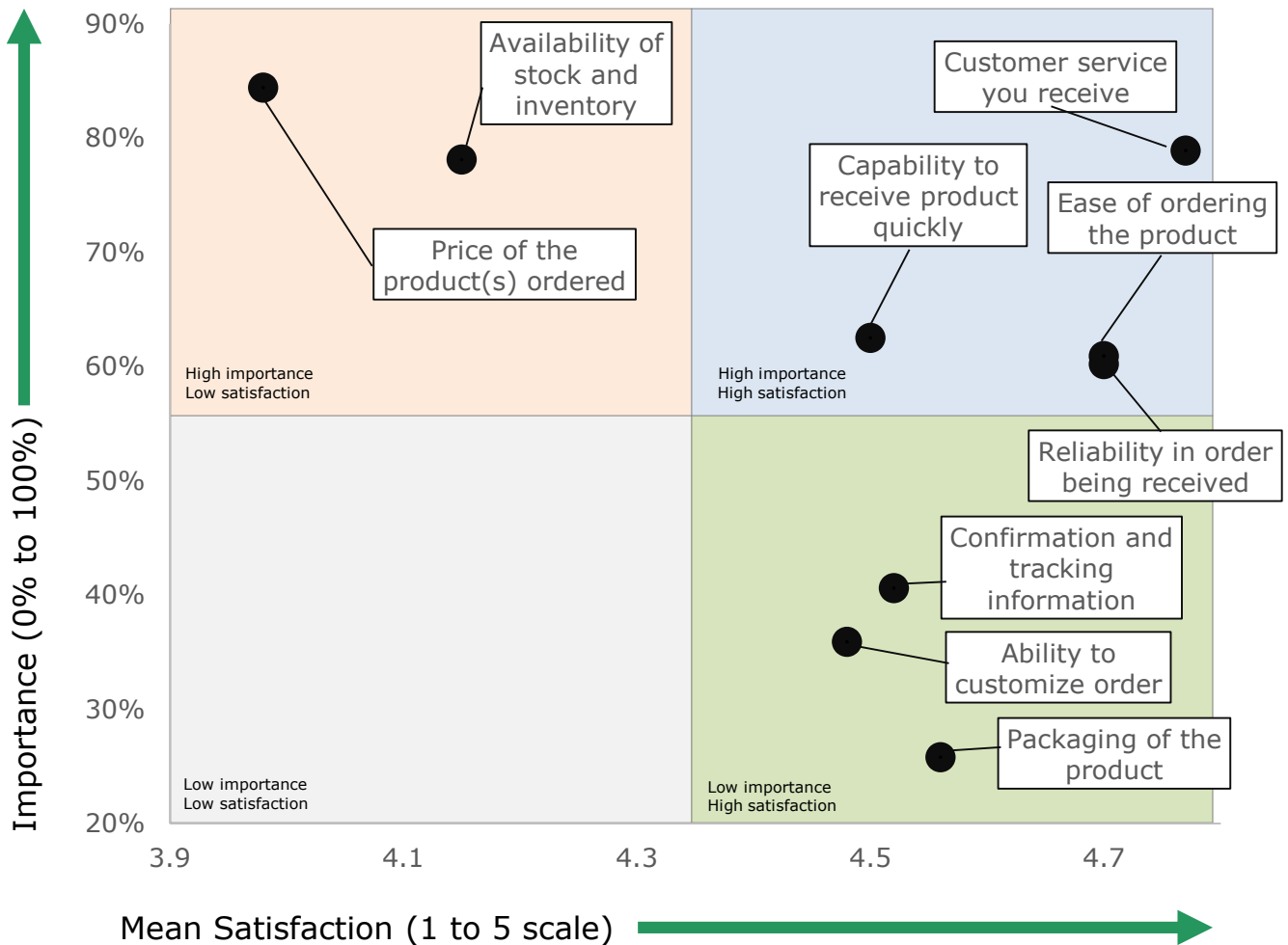
- Open-ended text comments here.

**Q10: Using a scale of 0 to 5 where "5" is very satisfied and "1" is not at all satisfied, how satisfied are you with each of the following aspects of your most recent product order from Company ABC? Select one rating for each.**  
**n112**



### Importance and Satisfaction with Company ABC

The importance/satisfaction grid compares factors that are most important to customers by those they are most and least satisfied with. Factors in the top right quadrant (high importance and high satisfaction) are the competitive differentiators for Company ABC. Those in the top left (high importance and low satisfaction) are priority areas to improve for Company ABC.



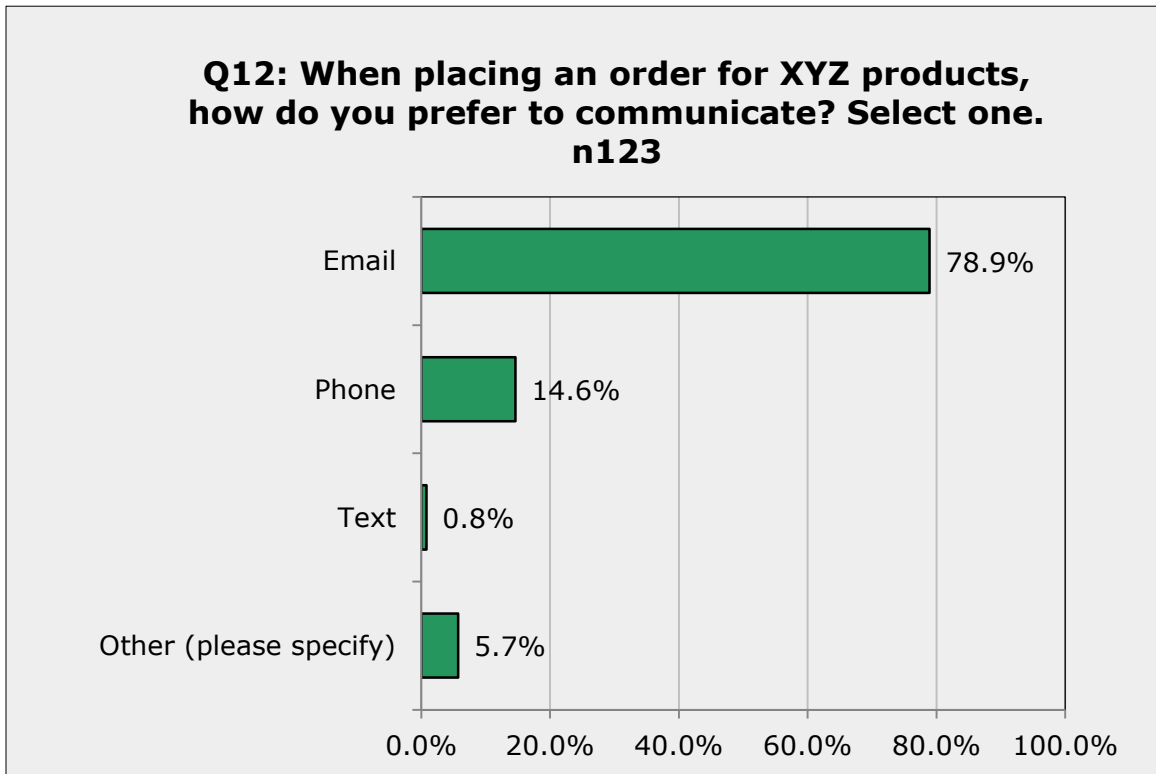
Key themes: Nothing/fine as is, and create/enhance price sheet.

**(Asked among those who rated ease of ordering lower than a 5)**

**Q11: How could Company ABC make the ordering process easier?  
Open-ended.  
n17**

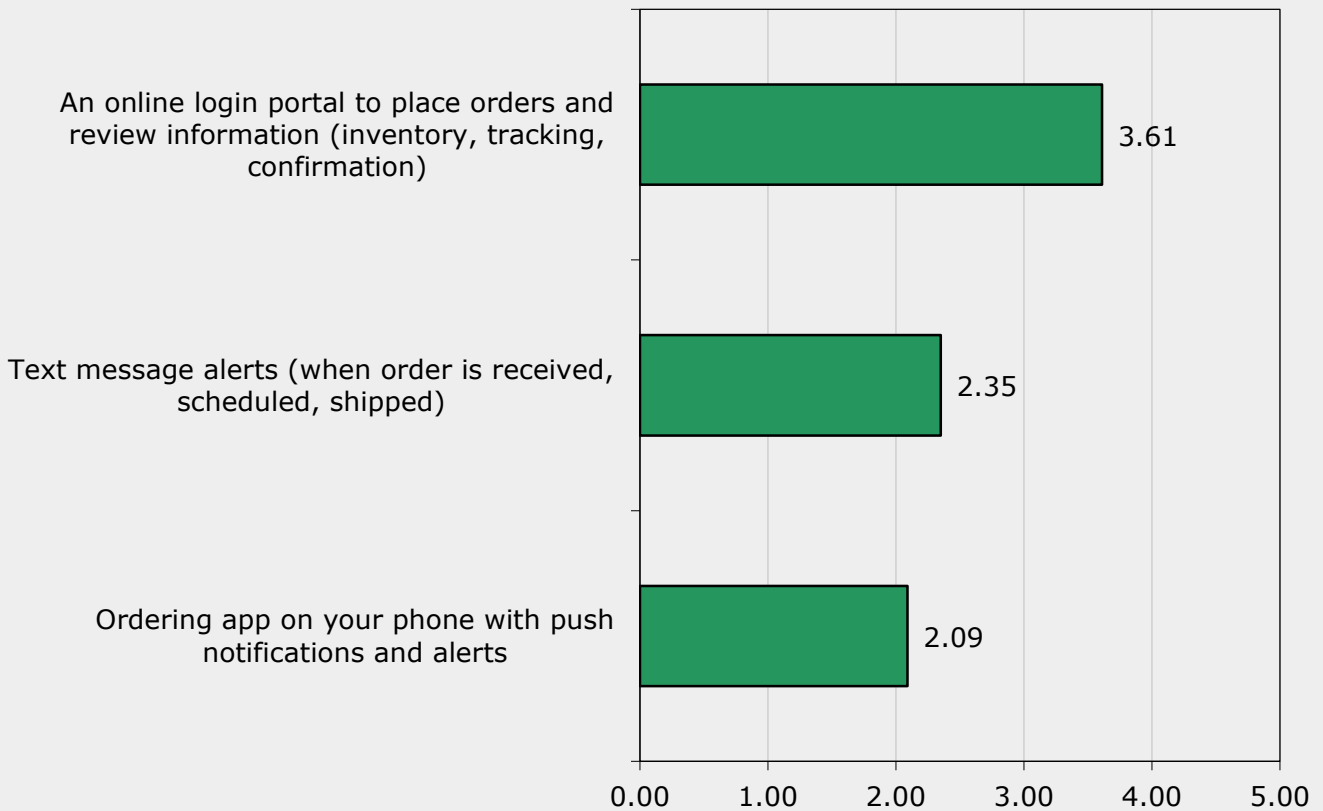
- Open-ended text comments here.

Class A customers were even more likely to prefer email over phone, text or other options. Younger respondents (those aged under 45) were also significantly more likely to prefer email (over 90%). Those 45 or older still preferred email but 1 in 5 preferred phone.



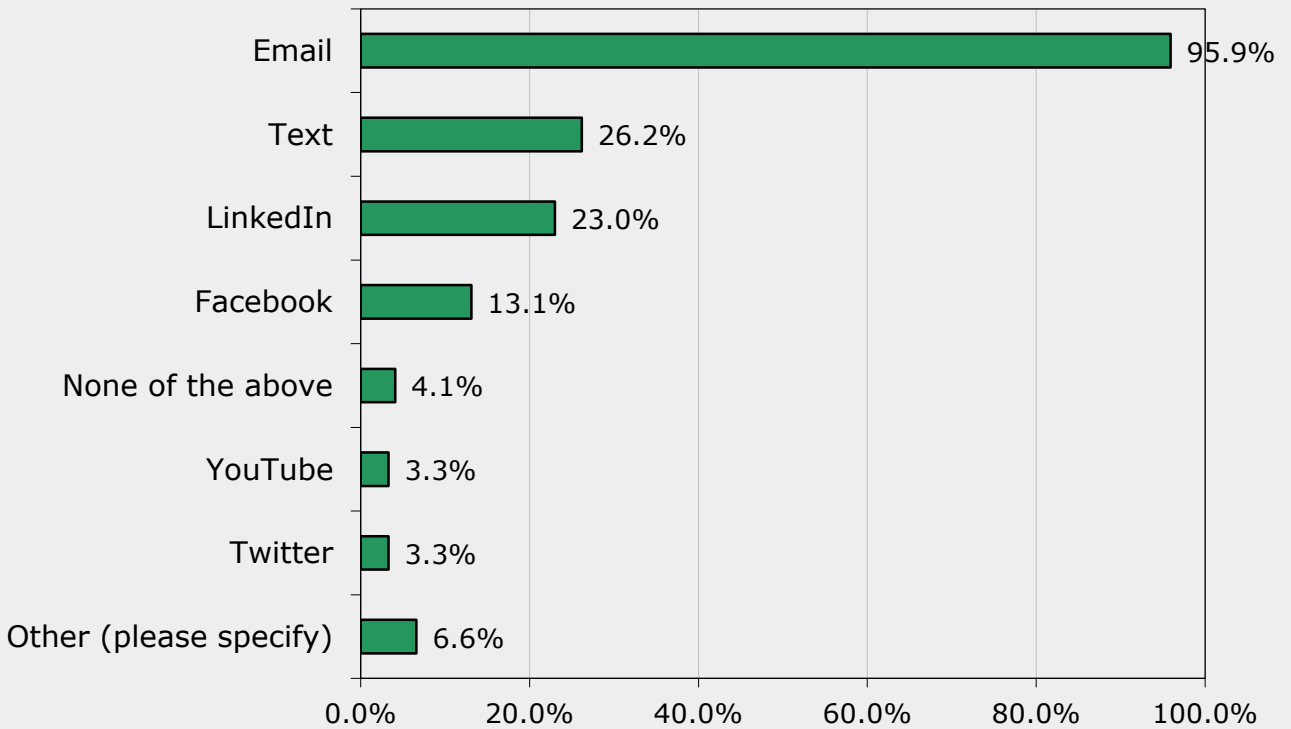
Class A customers were not significantly more likely to prefer any of the 3 order placement options. On average Class A customers rated the login portal a 3.59, the text messages a 2.14, and the ordering app a 2.09. Appeal did not differ significantly among age groups either.

**Q13: Using a scale of 1 to 5 where "5" is very appealing and "1" is not at all appealing, how appealing would each of the following be to you with regards to order placement with Company ABC? Select one rating for each.**  
**n122**

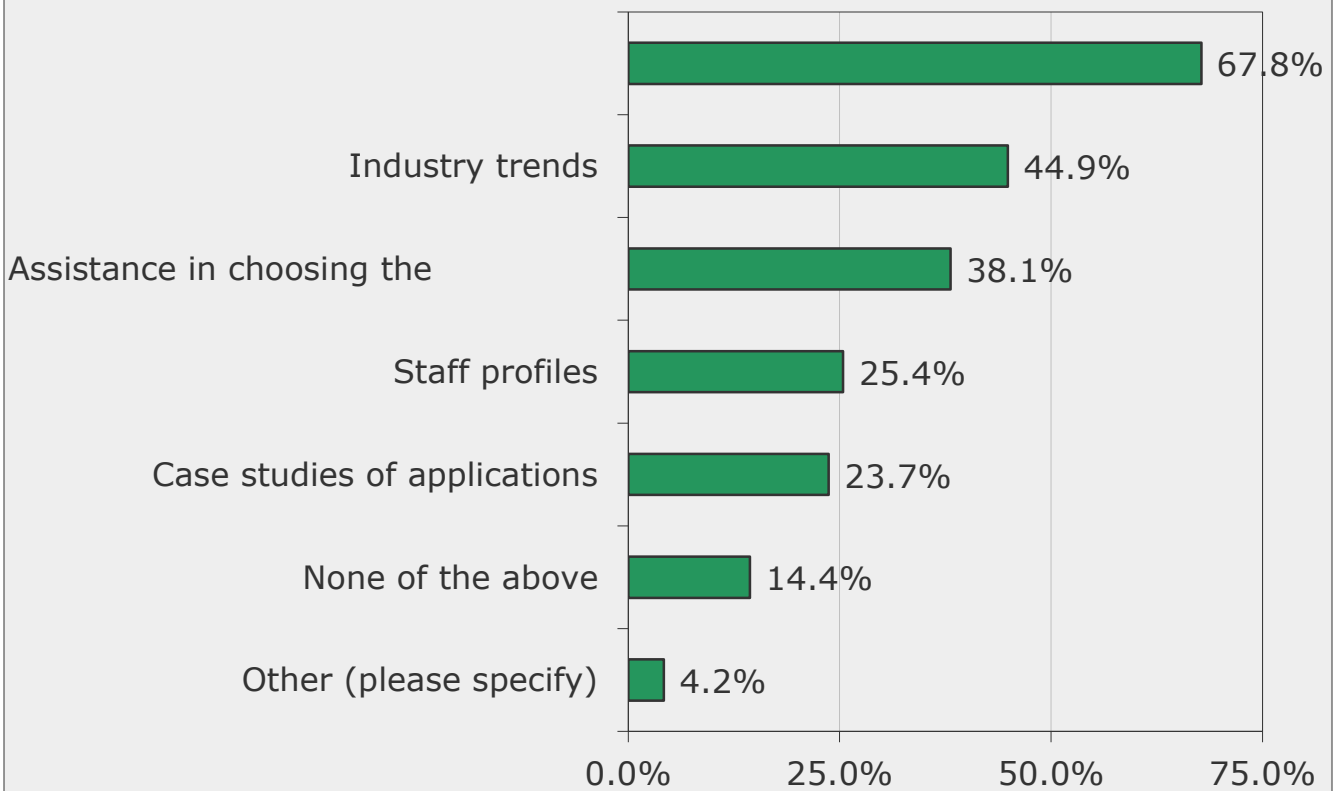


Preferences did not differ significantly between age groups.

**Q14: Which of the following digital platforms do you use for business purposes? Select all that apply.**  
n122

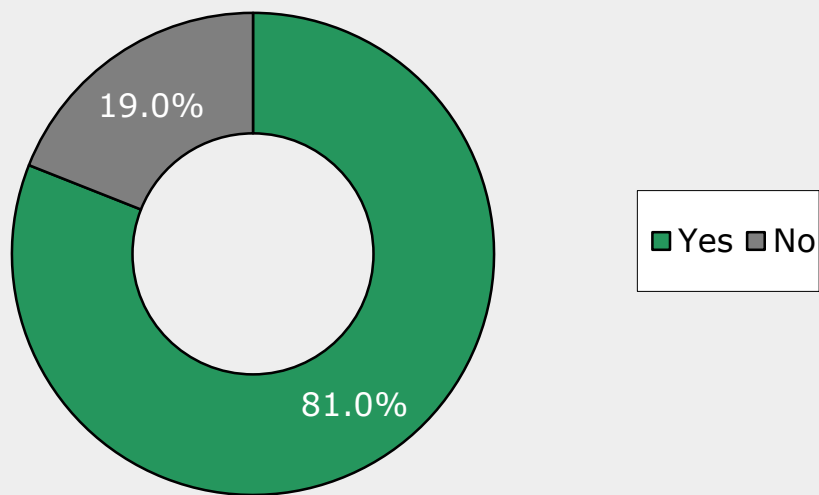


**Q15: Which of the following topics would you be interested in reading about on the Company ABC website? Select all that apply.**  
**n118**

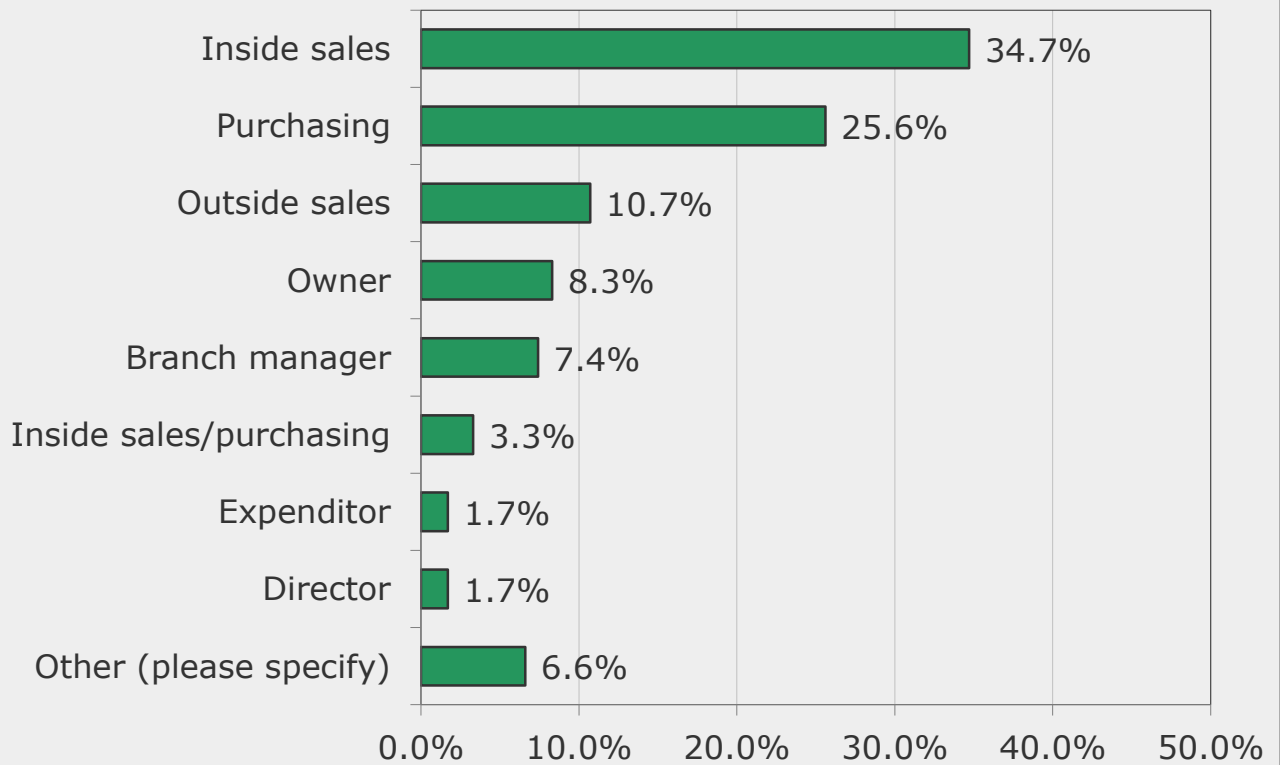




**Q16: Are you a distributor?**  
n121

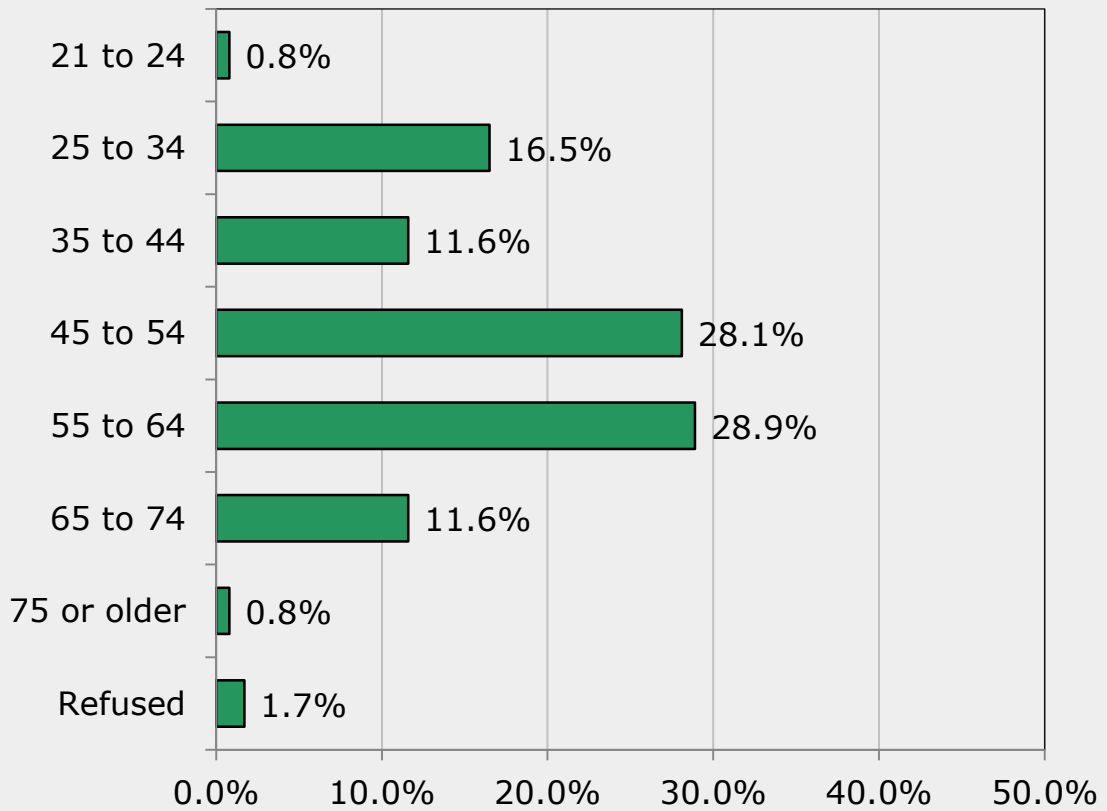


**Q17: Which of the following best describes your role?  
Select one.  
n121**

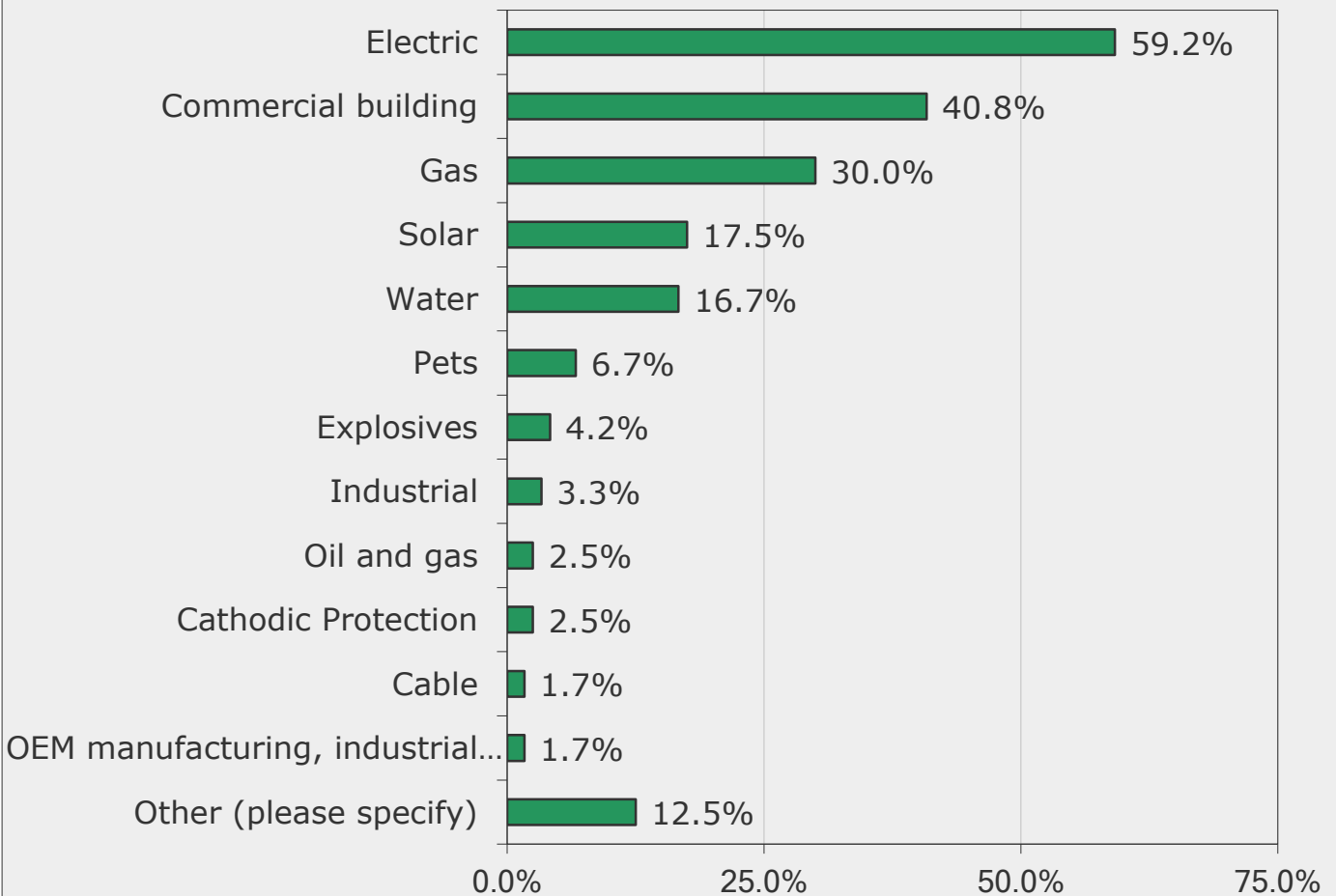


Other includes: Administrative, Consultant, Customer Service Representative, Factory Manager, Installer, President and CEO, Sourcing specialist, and Vice President of Operations.

**Q18: Which of the following best describes your age? Select one.**  
**n121**

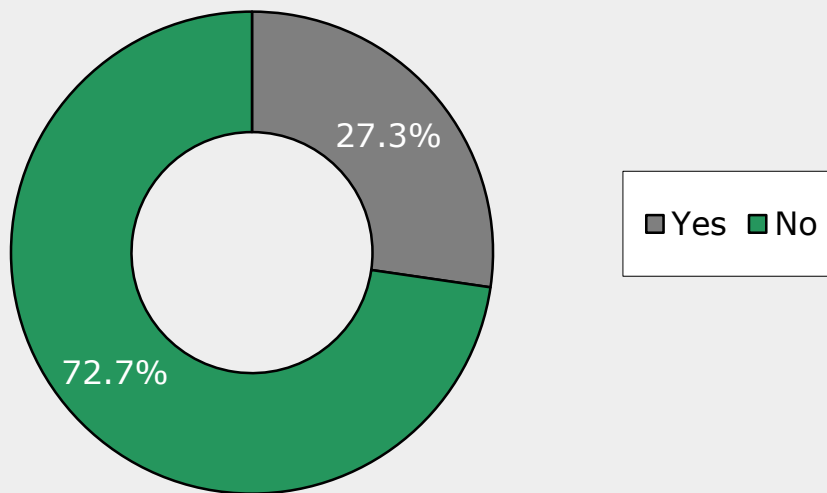


**Q19: Which of the following are your industries of focus?  
Select all that apply.  
n120**



Other includes: Bonsai production, Communications, Construction, D.O.T. Factory automation/elevator maintenance/elevator controls, Fencing, HVAC, Mining and petrochemical, NYC MTA, Other utilities, Outdoor lighting and traffic signals, Power generation, Sewer and drainage, Telecommunications, and We sell all types of XYZ, cable and related products.

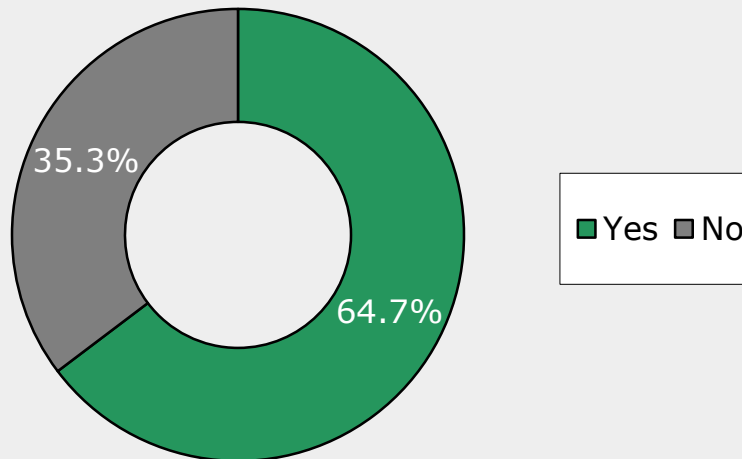
**Q20: Would you be willing to provide a testimonial to Company ABC?**  
n77



**Q21: Please type a statement about Company ABC which we can feature in our marketing. Open-ended.  
n21**

- Open-ended text comments here.

**Q23: Would you be interested in participating in future market research studies to improve the products and services at Company ABC?**  
n119



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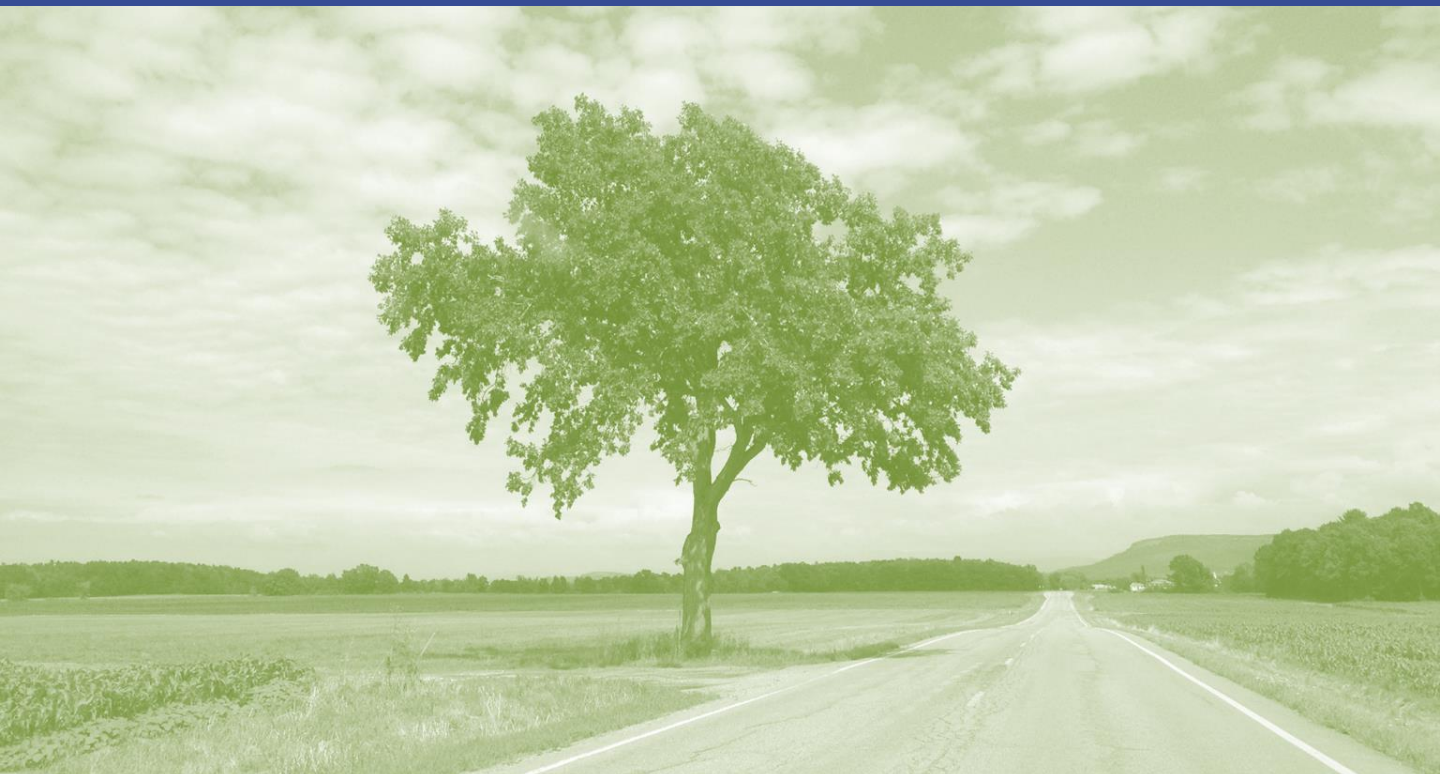
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