

P13. NPS - Voice of the Customer

Presentation

A new process with a new tool named NPX started in 2019 for GBU Specialty Polymers and going live in Core CRM for other GBUs in 2020 .

Voice of The Customer process aims to collect, store and improve Solvay Net Promoter Score (NPS).

GBUs have to conduct Customers interviews, where, among other key questions, will gather the Customer feedback.

Training Materials

[Frontline NSP Playbook](#)

Process Overview

VOCs are collected outside of the CRM solution, then they are integrated or uploaded in [SalesForce.com](#) as "VOC" records.

They are stored in two ways :

1. VOC surveys are managed by 3rd party :
[blocked URL](#)
2. VOC surveys are managed by Solvay (Qualtrics)
[blocked URL](#)

When VOC records of a survey have been registered in the system, a VOC Customer Action Plan can be set up : VOC actions may be created to improve the customer relationship and increase the NPS score.

Related articles

[Functional Design](#)

[Training Material](#)