12. Voice of the Customer

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Managing Customer Needs

VoC Process Overview

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

GBUs have to c**onduct Customers interviews**, wheren among other key questions, will gather the Customer feedback.

After Interviews results analysis, GBUs have to **develop an Action Plan** to improve the overall results.

It will be under the **Account Manager responsibility** to implement it.

We might say this process has **two main steps**:

- Management of the Customer Interviews
- Internal Action Plan Definition

Since the Interviews can also collect more key information then the NPS, according to each GBU needs and scores to be identified, the Interviews management can be delegated to a Thrid Party Company, or a GBUs can manage them internally.

Added Value

VoC Process in Core CRM Solution will provide you a single place to:

- store VoC results
- store Interviews conducted
- store Action Plan per each interviewed customer
- follow up on the Actions Defined

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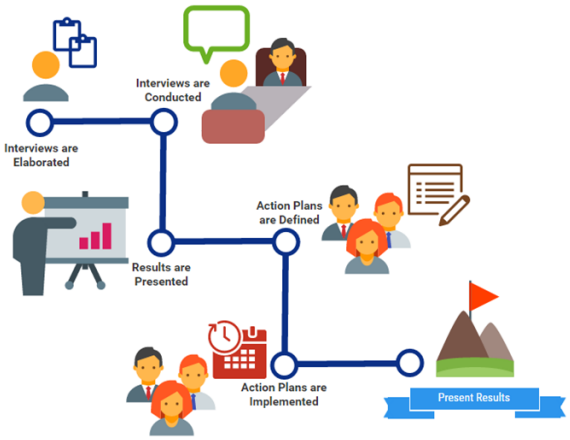
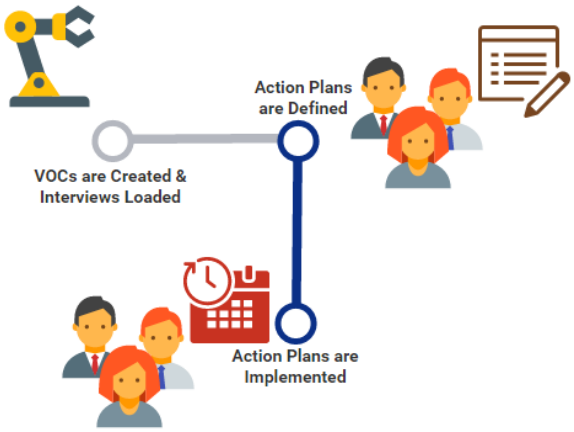
- Create VoC actions
- Track VoC customer action plan





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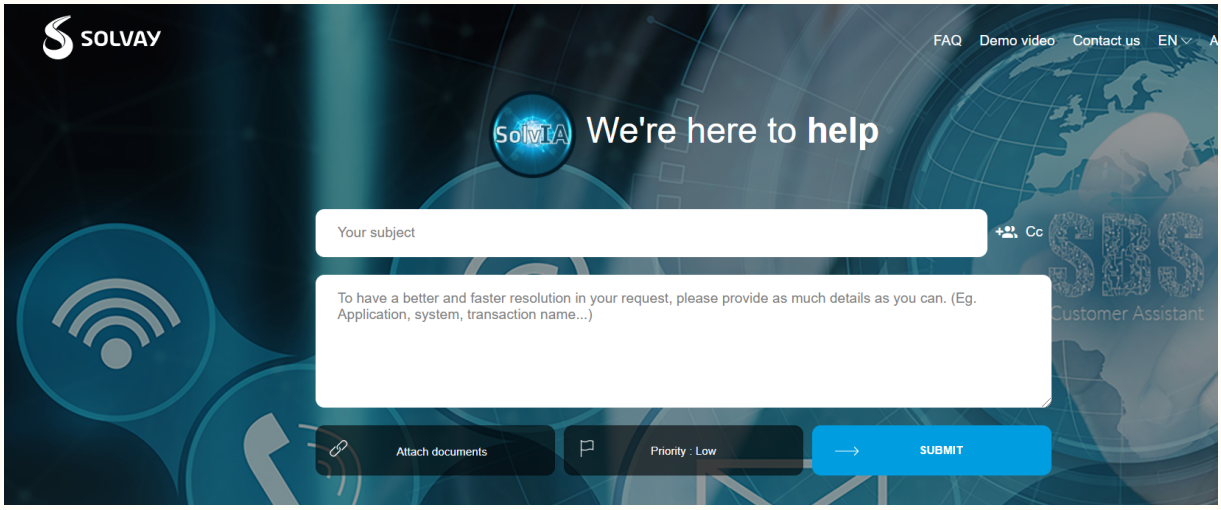

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