

Uncovering
the insight you
(and your clients)
wish you had
all along



What insight,
if it could be uncovered,
would have the biggest impact
on your business right now?

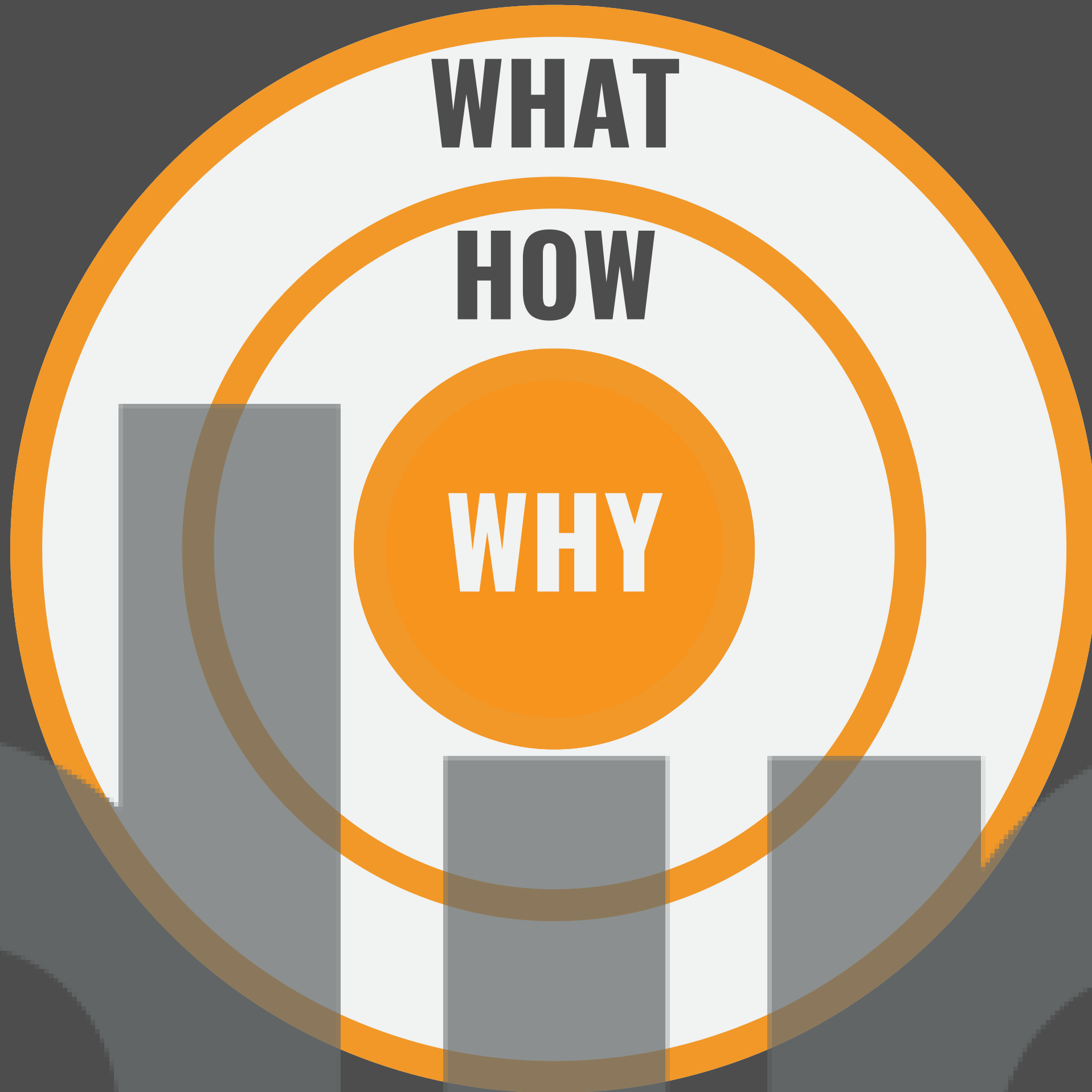


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WHAT

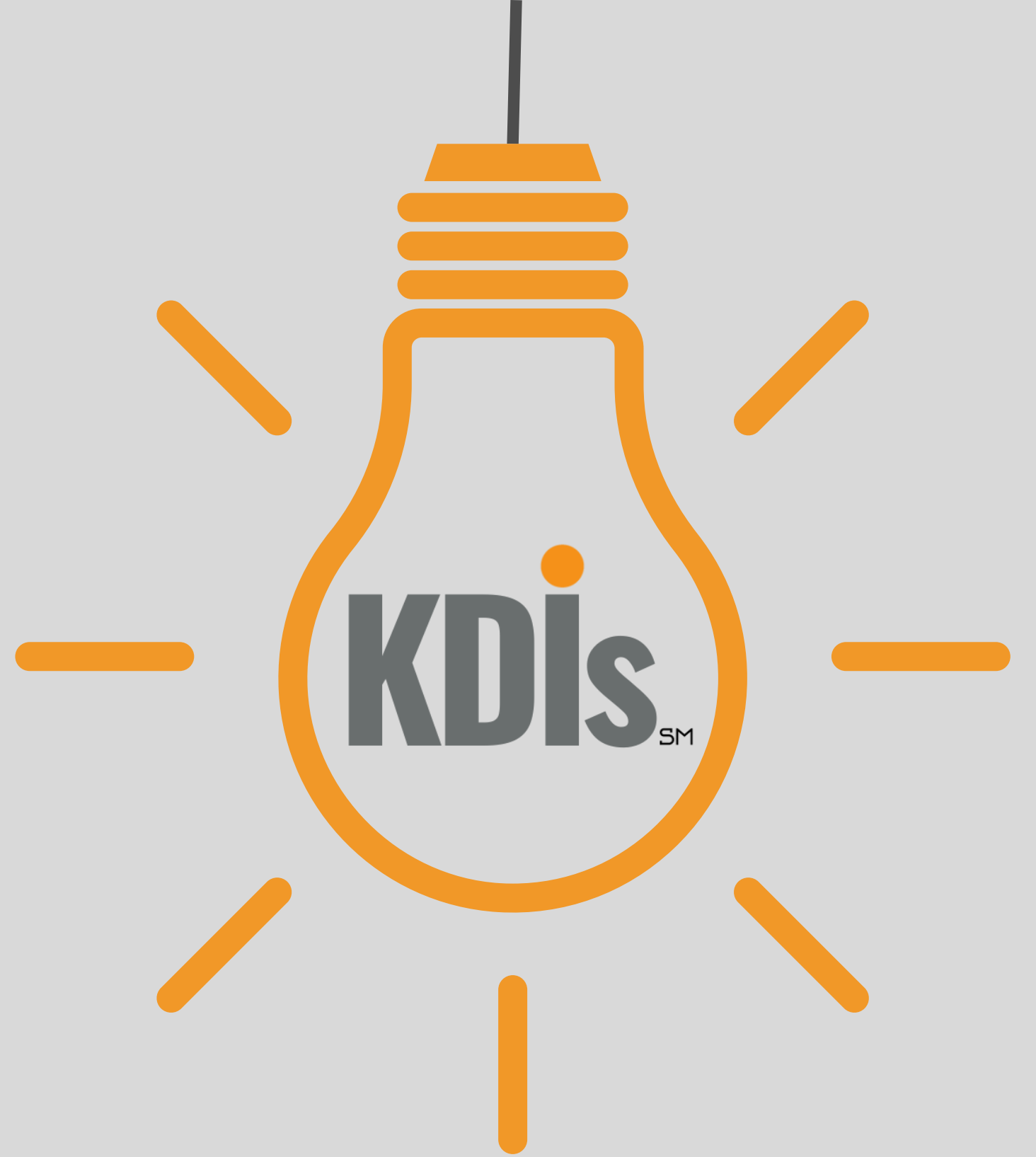
HOW

WHY



WHAT?





Key Desired Insights



**Example of
Key Desired
Insights**

KDisSM

How do we
improve the
experience of
our customers

Top 3 reasons
customers
buy from us

How do our
customers
describe us
to others

Is our pricing
in line with the
competition

**Artificial
Intelligence (AI)**

**Website
Data**

**CSAT
Surveys**

**Net Promoter
Score (NPS)**

HOW?

**FOCUS
Groups**

**Online
Reviews**

**User
Data**

**3rd Party
Data**

**Employee
Feedback**



dirby

HOW

Voice of Customer (VOC) Interviews

- Over the phone
- High-touch, 1:1
- Scheduled
- 30 - 60 minutes
- Strategically phrased
and ordered questions



WHY?

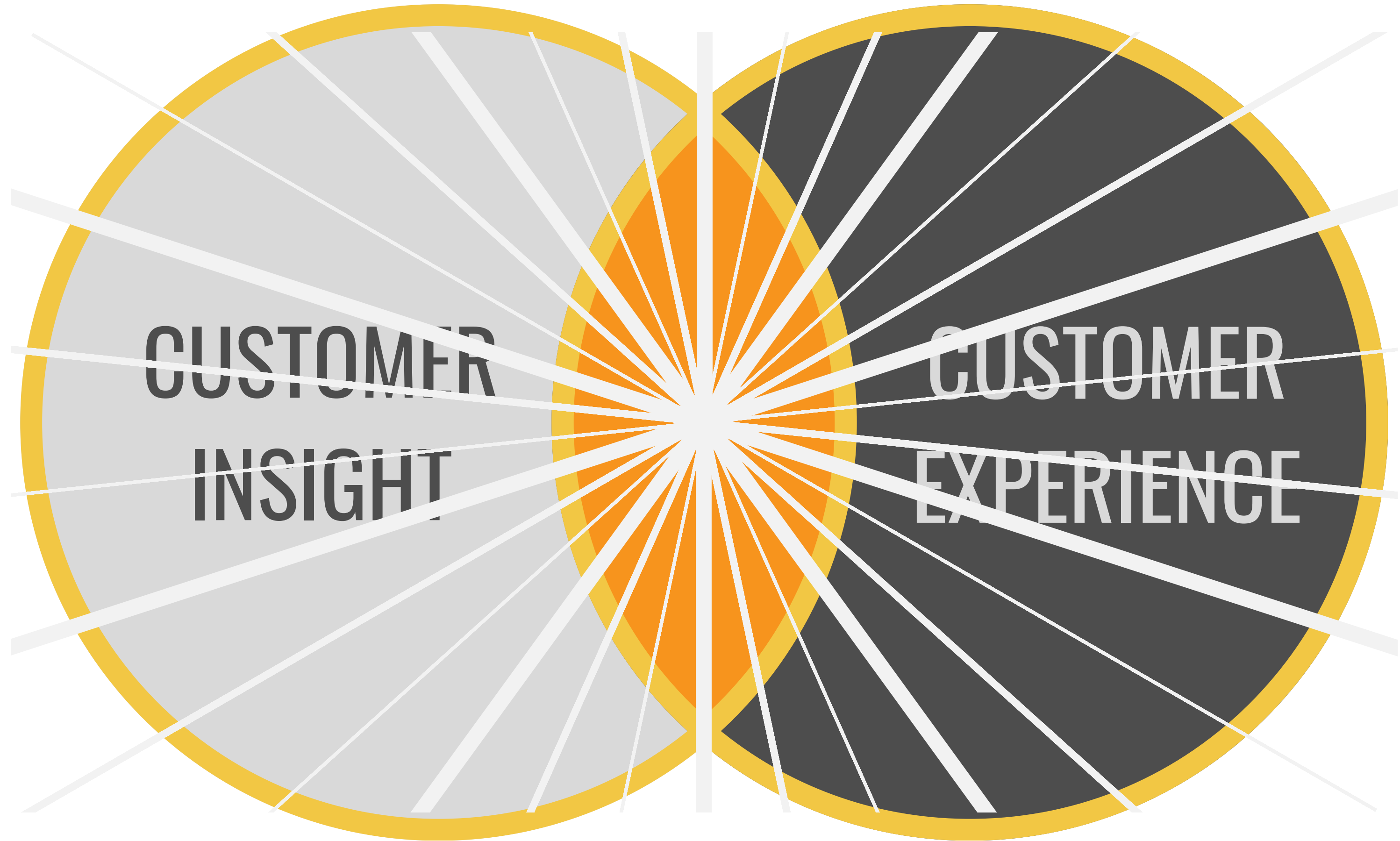
The logo consists of a dark grey circle with a thick orange border. Inside the circle, the word "dirby" is written in a white, lowercase, sans-serif font. Below it, the word "WHY" is written in a bold, uppercase, orange sans-serif font.

dirby

WHY

Uncover deep,
valuable insight,
while making
customers
feel valued.

Their insight is
worthy of more
than an survey.



**CUSTOMER
INSIGHT**

**CUSTOMER
EXPERIENCE**

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WSE Solopreneurs and Small Businesses: BUDDY UP!



VOICE OF CUSTOMER for WSE Solopreneurs and Small Teams

BUDDY UP

Work with a partner you trust to interview each other's customers. (i.e. a fellow WSE member)

BE INTENTIONAL

VOC should not be a by-product of sales and marketing. Set and follow a schedule with interview requests being made consistently at critical points in your customers experience life cycle.

KDIs ARE QUEEN

Establish 2-4 Key Desired Insights (KDIs) and use these as a guide for creating 10-12 open, non-leading interview questions to be asked during each interview. BUT - questions are not a script. Ask follow up questions to uncover feedback to support the KDIs.

INTERVIEWS ARE AUDIO ONLY (NO VIDEO) AND SCHEDULED (CALENDLY WORKS GREAT)

As an interviewer, you are uncovering insight, not building a relationship with the customer - and most people are more comfortable providing candid insight off camera. Also, require 30 minutes of committed time on the customers schedule. Do not "call and catch" and accept "I can give you 5 minutes". If you respect the process, customers will respect the process and schedule time.

INTERVIEWER SHOULD TAKE DETAILED NOTES, EVEN IF INTERVIEW IS RECORDED

Taking notes during the interview, rather than relying on the recording, keeps the interviewer engaged and seeking additional feedback to support the KDIs.

IF YOU ARE NOT GOING TO FOLLOW UP, DON'T REQUEST THE INTERVIEWS

You don't need to have answers to every question or issue that may be raised during a VOC interview, but your customers need to know they were heard. Follow up. And also send a Thank You note or gift.

Your customers have a vested interest in your success.
Create opportunities for them to be part of it.

In the WSE portal

INTERVIEW REQUEST CADENCE (Typical participation is 50% - 100%)

Touch 1:
from you to your customer asking them to participate in a VOC interview - copy your interviewer on the message. Include information on how your customer can schedule the interview. (i.e. Calendly link)

DAY 2, Touch 2:
If interview has not yet been scheduled, the interviewer replies all to your initial message, following up on the request.

DAY 8, Touch 3 + 4
If interview has not been scheduled, you follow up with a phone call/voicemail + email.

DAY 15, Touch 5 + 6
If interview has not been scheduled, the interviewer follows up with a phone call/voicemail + email.

DAY 21, Touch 7
If interview has not been scheduled, an email from you to your customer, explaining that although they were not available for the interview, you always welcome their feedback.

LEADING QUESTION EXAMPLE FROM A "LOST CUSTOMER" VOC PROGRAM

Making an assumption that pricing was why customers were moving to a competitor, Dirby client wanted to ask:

What level of discount would have made you stay with us as a customer?

Instead we asked:

What could we have done to keep you as a customer?

PRO TIP:

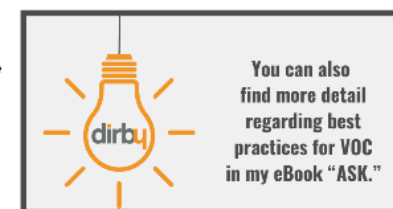
The question to ask at the end of each interview:
"What did I not ask you today, that I should have asked you?"

If pricing was an issue for the lost customer, the interviewer could ask follow up questions for more detail. **REMEMBER:** Interview questions are not a script. KDIs are QUEEN

I AM HERE AND HAPPY TO HELP

If you and/or your buddy have any questions, or would like to review what you have put together, I am happy to help.

Tonya Bjurstrom
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tonyab@dirbysolutions.com



ASK.

And uncover the insight you wish you had all along

→ B2B Voice of Customer Programs that uncover valuable insight and new opportunities, while elevating the experience of your customers.

- Grow Revenue and Profit
- Secure Customer Retention
- Be confident you are on the right path

TONYA BJURSTROM
Dirby Founder | Voice of Customer for B2B





It is human nature to be
more candid with feedback
provided to a third-party.



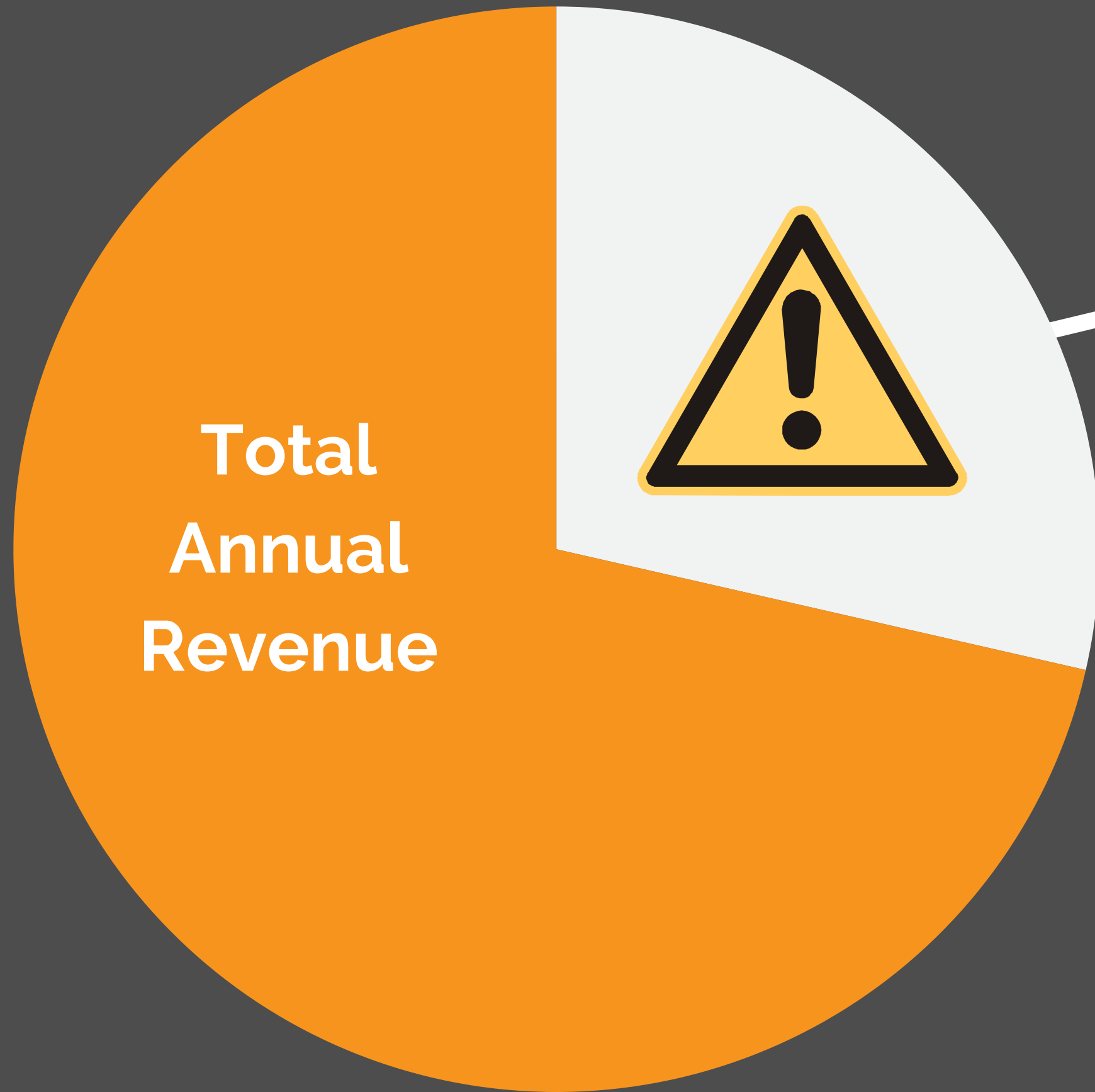
**From the
voice of
MY
customers**



**Uncovering
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What insight,
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Total
Annual
Revenue

Annual revenue
from your clients
largest customer -
who is not happy
and is meeting
with competitors.

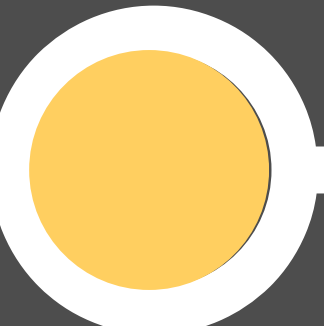
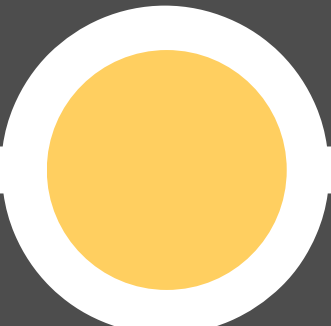
**AND YOUR CLIENT
HAD NO IDEA.**



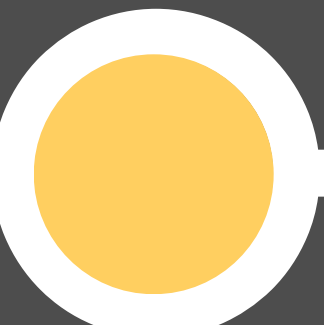
Milestones in the services you offer to your clients.



VOC interviews to uncover the voice of your **CLIENTS CUSTOMERS** to guide your services, increase your effectiveness, and bring even more value to your clients.



SUCCESS!



10%
REVENUE SHARE
FOR REFERRALS TO





Questions?

ASK.