

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.**

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

DAY 1, Touch 1:

An email **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?

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

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?"

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.

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You can also find more detail regarding best practices for VOC in my eBook "ASK."

