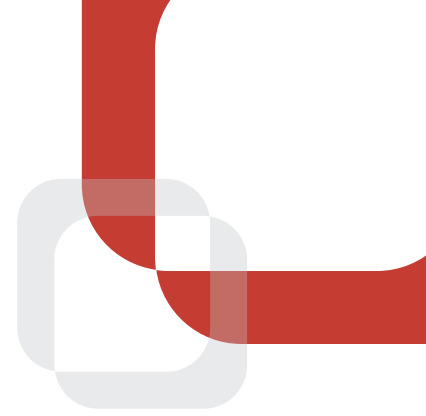


Voice of the Customer Survey

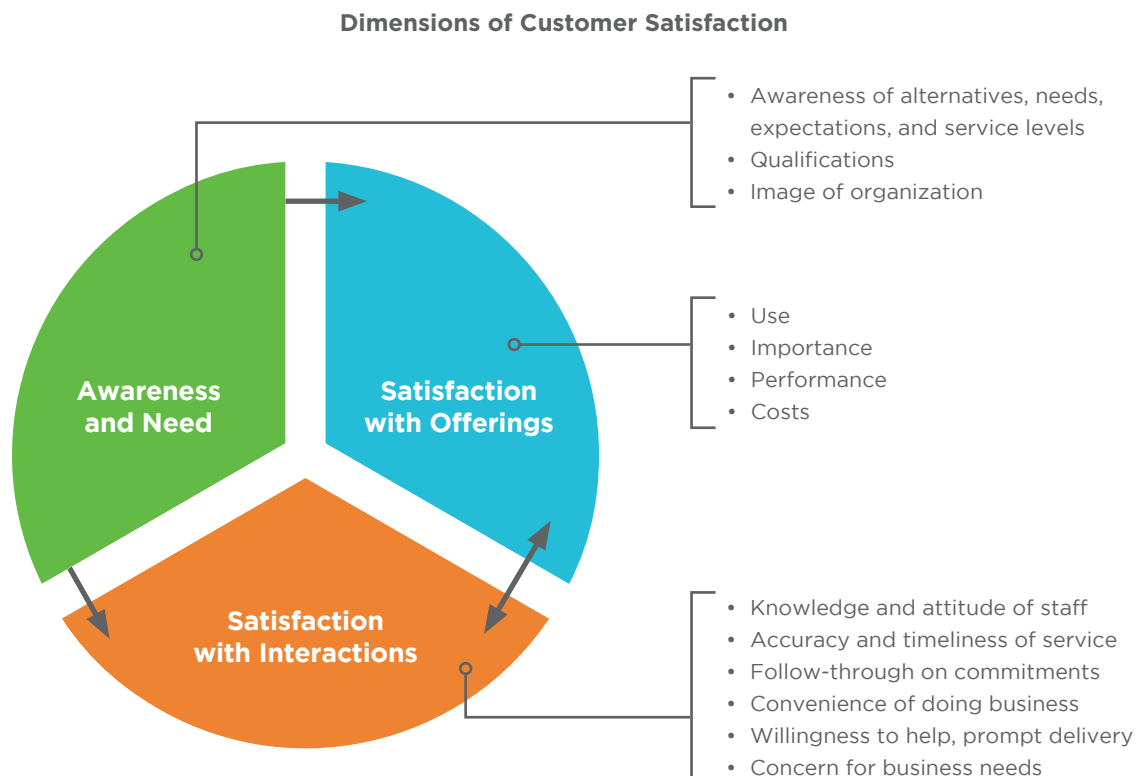
Do You Know What Your Customers Think?



Quality, cost savings, and efficiency are always key objectives for shared services, but internal customer experience is a focus like never before. Customer behavior and expectations on the use of traditional customer service methods are evolving, and companies must adapt to meet these new expectations if they want to deliver quality customer service. This is just as true for internal customers as external customers. How can you figure out how to improve your customer experience? The key lies in knowing how satisfied your customers are currently and using that insight to improve.

Why Should I Conduct a Voice of the Customer Survey?

Our benchmarking research shows that top-performing shared services organizations who perform well on traditional operating metrics also achieve high levels of customer satisfaction.¹ However, improving your customer satisfaction can be increasingly difficult as your operation matures. Whether you want to establish a baseline or take a fresh look at customer satisfaction, surveys are a powerful tool that provide information that can be transformed into improvement actions. It's an easy way for you to identify which of your customers are satisfied, which aren't, and how the organization can improve.



How Can ScottMadden Help?

ScottMadden offers a comprehensive survey process to measure both your customer and your shared services employee perceptions. ScottMadden designs, administers, and analyzes the results of surveys to provide you with insight into current performance and key issues that can drive strategic decisions.

¹ScottMadden and APQC HR and Finance Shared Services Benchmarking Studies, 2016

An End-to-End Partner

When working with ScottMadden, our research team provides a complete solution, including designing and conducting the survey, analyzing the results, and providing actionable steps you can take to improve.

Extensive Experience

ScottMadden has been conducting voice of the customer surveys with shared services organizations and corporate functions since 1998. We have experience with large, complex, multifunction surveys, single-function surveys, and global surveys that require translation and localization.

Proven Methodology and Easy Process

Our methodology is a five-phased customizable approach designed to fit the survey process to your organization's unique needs. Because we do this every day, we are able to remove the burden of finding the tools, resources, expertise, and time to complete this project.

Objectivity

As an outside third party, we are objective in presenting the results of the survey. Plus, employees often perceive the survey process as less threatening and offer more honest responses since an outside party is conducting it.

Collaborative Style

We work closely with clients to involve them in the design process and jointly determine the most appropriate survey schedule and process to achieve a high response rate, valid and reliable data, and useful results.

Implementation Expertise

We build actionable recommendations, leveraging our implementation experience and lessons learned. After working with you to identify the highest-priority initiatives, we are also able to provide implementation support.

Take the First Step to Transforming Your Customer Experience

The combination of our experience with shared services organizations, tailored approach to customer satisfaction, and ability to provide actionable feedback sets us apart from other consulting firms.

If you're ready to take the first step and talk to an expert about your goals for your organization's internal customer experience, contact us at info@scottmadden.com.

