

VOICE OF CUSTOMER: DEEPER LISTENING

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BIO



JARED WARRICK, FOUNDER OF OPSQC INC HAS 25+ YEARS IN OPERATIONS AND QUALITY AT ALL LEVELS IN AUTOMOTIVE, STEEL, FOOD / BEVERAGE EQUIPMENT INDUSTRIES. AN ENGINEER BY TRAINING, STARTED AS A DESIGN/MANUFACTURING ENGINEER AND SPENT THE LAST 15 YEARS AT THE MANAGEMENT/ LEADERSHIP LEVEL. HAS AUDITED HUNDREDS OF BUSINESSES, SUPPLIERS INCLUDING INJECTION MOLDERS, MACHINE SHOPS, INSPECTION HOUSES, ETC. IS A MEMBER OF ASQ AND ASCM AND LIVES IN HUNTLEY, IL WITH HIS WIFE AND DAUGHTER. ALSO RECENTLY ACQUIRED A SMALL BUSINESS CALLED PARCHMINT LLC WHICH OPERATES ON THE “GROWING THROUGH GIVING” MODEL.

www.opsqc.com
www.parchmint.com

WHY DO PEOPLE/ BUSINESSES BUY FROM OTHERS?

KNOW

Customer or someone close to them has interacted with you or the business. There is an established reputation or experience supporting who the person/ business is and what they represent (values).

LIKE

Customers enjoy doing business with a company/ person of certain values and consistent background. Positive Rapport.

TRUST

Customers know that you will do the right thing and stand behind your products/ services and do what it takes to make them happy.

ONLY GAME IN TOWN

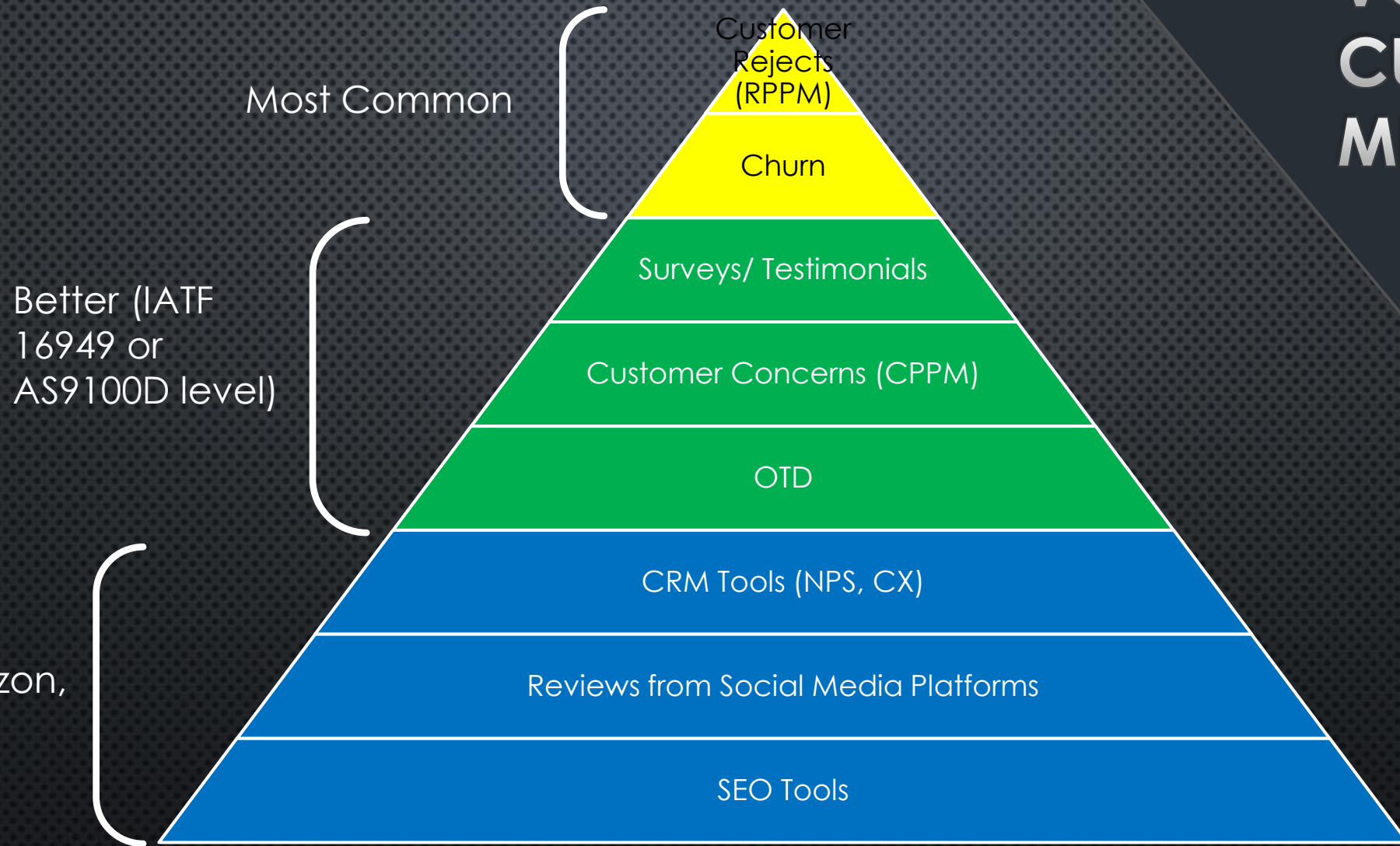
Not a lot of businesses like this around and is not an excuse to be a bad vendor. Winning combination if you are only source with high customer satisfaction. High barrier to entry for competition/ copy cats.

WHY MEASURE CUSTOMER SATISFACTION?

- CERTIFICATION/ COMPLIANCE REQUIREMENT – ISO9001; IATF16949; AS9100D; ISO17025; ETC.
- CUSTOMER RETENTION – IT COSTS 5X MORE TO ACQUIRE A NEW CUSTOMER THAN TO RETAIN ONE. INCREASING RETENTION BY 5% CAN INCREASE PROFITS BETWEEN 25 – 95%.
- GOOD METRICS MAKE IT EASIER TO ACQUIRE NEW CUSTOMERS – HIGH CUSTOMER RETENTION SPEAKS TO “TRUST”. WE WANT “RAVING FANS”
- PREVENTS CATASTROPHIC ISSUES THAT PUT EITHER YOUR BUSINESS OR YOUR CUSTOMERS AT RISK.



VOICE OF CUSTOMER METRICS



Note: CX = Customer Experience; NPS = Net Promoter Score; OTD = On Time Delivery; SEO = Search Engine Optimization



ISSUES TO CONSIDER

- CLAIMS / CONCERNS REPORTS MAY NOT TELL THE WHOLE STORY AS QUALITY GROUPS OFTEN MITIGATE FALLOUT/ EXTENT OF DAMAGE MANY TIMES VS FOCUS ON TIMELY RESOLUTION
- SURVEYS CUSTOMERS TEND TO USE SCORES THAT ARE HARD TO INTERPRET TRUE LEVEL OF SATISFACTION (5 ON A SCALE OF 1-10)
- SALES TESTIMONIALS MAY INADVERTENTLY BE “FILTERED” AND “INACCURATE AS PERCEIVED”
- FOCUS GROUPS MAY NOT REPRESENT THE LARGER POPULATION DUE TO SELECTION OR REGIONAL BIAS
- AUDITORS CAN SENSE WHEN CUSTOMER METRICS ARE OFF. TALK TO THEM ABOUT WHAT THEY OBSERVED DURING THEIR AUDITS.

ISSUES TO CONSIDER

- VOICE OF CUSTOMER DIFFERENT FOR B2B VS B2C
- DIFFERENT PERSONALITIES ENGAGE DIFFERENTLY (INTROVERTS/ EXTROVERTS) – USE PLATFORMS THAT ALLOW MAXIMUM PARTICIPATION BY ALL PERSONALITY TYPES
- SOME BUSINESSES TEAMS ARE WORK IN SILOS. IF THE SILOS GET TOGETHER THOUGH AND START SHARING, YOU WANT TO BE IN A GOOD POSITION.
- DON'T OVER COMPLICATE THE ANALYSIS. THIS PUTS THE FOCUS IN THE WRONG PLACE & WATERS DOWN THE LEARNINGS – A BAD REVIEW IS A BAD REVIEW. FOCUS ON TAKING ACTION TO RESOLVE IT AND PREVENT FUTURE OCCURRENCES!





SUGGESTIONS/ RECOMMENDATIONS (LOW TECH)



- GET FEEDBACK FROM **ALL** OF THE PEOPLE IN YOUR ORGANIZATION THAT INTERACT WITH CUSTOMERS (SHIPPING, QUALITY, SALES, INSIDE SALES, ACCOUNTING, ETC.)
- TAKE REGULAR TRIPS TO YOUR LARGEST ACCOUNTS, LONGEST AND NEWEST CUSTOMERS. HAVE DIRECT INTERACTION FROM OWNERS TO BUILD AND STRENGTHEN THE RELATIONSHIP. HEAR IT DIRECTLY FROM THE CUSTOMER'S MOUTH.
- DURING THOSE TRIPS MAKE A POINT TO STOP AND SEE THE KEY GATEKEEPERS AND LEARN FROM THEM.
- SURVEYS – DO NOT ALLOW PEOPLE TO ANSWER WITH A 5 OR 7 ON A SCALE FROM 1-10. ELIMINATING THOSE OPTIONS, YOU GET A MORE REPRESENTATIVE MEASURE OF WHERE YOU STAND.
- COMMUNICATE KEY EVENTS, MILESTONES AND SEASONAL TIPS WITH CUSTOMERS. ENGAGE THEM AS “PART OF THE FAMILY” AND SOLICIT FEEDBACK
- ASK PROBING QUESTIONS – DIRECT SINGLE QUESTION EMAILS OR FEEDBACK SURVEYS
- USE CUSTOMER EFFORT SCORECARDS – LIKE IN THE HOSPITAL.

OTHER RECOMMENDATIONS (TECH BASED)



- SOCIAL MEDIA HAS TRANSFORMED FEEDBACK PROCESS. IF YOU ARE NOT LISTENING YOU COULD GET BURNED. (YELP, FACEBOOK, GOOGLE MY BUSINESS, ETC.). M&A BROKERS HAVE STARTED USING THIS TOOL TO UNDERSTAND VALUE OF THE BRAND.
- CRM SOFTWARE - CHECK ON CUSTOMER THROUGH THE WHOLE CX (CUSTOMER EXPERIENCE). INCLUDES, CONTRACT REVIEW, ONBOARDING EXPERIENCE, ORDERING, DELIVERY, AND USAGE.
- USE SURVEY MONKEY TO AUTOMATE AND HELP ANALYZE YOUR RESULTS.
- GO TO PLATFORMS WHERE YOUR CUSTOMERS HANG OUT AND SEE WHAT ITEMS ARE BEING DISCUSSED AND REOCCURRING.
- ENGAGE CUSTOMERS IN WEBINARS AND BREAKOUT ROOMS. ENGAGING PLAY.
- REMOTE NETWORK EVENTS AND INTERFACE WITH YOUR CLIENTS. ZOOM HAPPY HOURS.

THE MOST POWERFUL QUESTION EVER

“HOW CAN I HELP YOU?”

- ALTRUISTIC
- CASTS A WIDE NET
- DO NOT ASK IF YOU ARE NOT WILLING TO FOLLOW THROUGH AND TAKE ACTION!



DEEP LISTENING

- DEEP LISTENING OCCURS WHEN YOU ENGAGE AT MULTIPLE LEVELS OF THE PYRAMID
- ACTIVE LISTENING TO YOUR CUSTOMERS AND THEIR DEEPER NEEDS IS TRANSFORMATIVE



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