CCCG
Customer Centered
Consulting Group, Inc.

VOICE OF THE CUSTOMER PROGRAM

LEADERSHIP

PEOPLE

PROCESSES

SYSTEMS

You need CCCG when:

- You need a systematic way to listen to your customers
- You want to improve your survey process
- You're not sure your survey data is accurate or useful
- Your need a better way to analyze customer service data for decision making
- You need help implementing customer service improvements

Benefits of our Voice of the Customer Program:

- Significantly improved customer retention
- Decrease in customer service costs
- Better evaluate new ideas and solutions
- Customize your products, services and features
- Improved data analysis and decision making

Most companies say they listen to their customers. Many conduct regular surveys or collect some amount of customer data. The challenge is incorporating this customer feedback into the decision- making process to effect real improvement. In fact, the vast majority of executives do not think their voice of the customer programs are effective at driving action that improves the customer experience.

At CCCG, Inc., we don't just design, implement and manage customer survey programs. We help you architect and implement the high-value changes that will improve your customer's experiences. Our comprehensive suite of services allows us to partner with you to collect high value data, analyze it effectively and then create solutions that drive long-term improvement.

CCCG's Proven Process:

Develop Effective Survey Process

- Recommend survey tool
- Develop appropriate survey questionnaires
- Gather feedback using transaction surveys, annual surveys , executive conversations, and informal feedback

Analyze Survey Data

- Collect, validate and analyze survey data
- Create management reporting as needed
- Interface with case management system to create/update cases

Implement Process Improvements

- Analyze response trends for potential process improvements
- Develop action plan for high-priority needs
- Assist with process implementation

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