

4 Minutes to Finding Root Cause

Incorporating VoE with VoC

Challenge: Collecting customer feedback provides only a glimpse into understanding customer issues. Customers don't always understand what caused their problem, but they're unhappy and looking for resolution.

Goal: To fully understand root cause, a business must look at the full scope of an issue.

Solution: InMoment Voice of Employee; Resolve

Employees Hold the Key to Root Cause

Employees are on the frontline of your customer experience, and when a business looks at the full story they're closer to identifying root cause.

By finding and understanding the root cause of customer complaints, you can better ensure these issues are resolved and increase customer loyalty. But getting to the root cause can prove troublesome. Customer feedback on its own can be a useful channel for improving CX, but understanding how to best act on the information isn't always clear.

While not all, some customer complaints can be extremely vague. Your customers don't understand your business and can have a difficult time conveying the source of their complaint. An "incorrect bill total" may actually be tied to an outdated system that employees are struggling to keep accurate. When only collecting one side of the story, you're not armed with the correct information to drive organization change. In order to resolve customer complaints to the full extent, a business must first gain a holistic view on the complaint before they can truly understand the root cause.

When only looking at customer complaints you're not getting the entire story. In fact, a recent study has shown that 66% of CX professionals believe employees are the top source of

actionable insights about the customer experience.¹ VoE gives your employees the opportunity to share feedback about how to improve customers' experiences from their perspective.

By integrating and analyzing both views, VoE and VoC, you gain a full understanding of challenges and opportunities. It provides a perspective that comes from employees' regular interactions with customers and their own knowledge of how things do or don't work. This view can help you get to root cause quickly, and identify new business opportunities more effectively. Employees want to contribute to success and feel connected to a brand. VoE gives them a platform to affect positive change at all levels of your business.

A VoE program can not only help you gain insights into your customers, but can also lead to happier employees. By giving employees the opportunity to impact customer outcomes, they feel more satisfied and motivated in their jobs. Bringing employees into the conversation helps you satisfy one of their basic needs: to make a difference and help others. Your employees are the frontline of your business, and without them, you have no customer experience.

¹CustomerThink, 2015