

Voice of the Customer Program



A Voice of the Customer Program drives organisational customer-centricity, ensuring key stakeholder feedback underpins improvement initiatives.

Our Voice of the Customer (VoC) 'best-in-class' frameworks provide businesses with a strategic solution for decision-making, across the spectrum of internal pillars including; Customer Experience, Product, Marketing and Service.

Our approach to designing and implementing a VoC Program that the whole organisation can trust and align with, begins with internal consultation, building on existing customer knowledge and providing business unit stakeholders the opportunity to shape and own the program.

Happy customers are the number one KPI for successful and sustainable business

What *you* can expect:



Designed to suit your specific needs.

Our program is designed around customer experience yet is customised to your specific set of needs.

Market-leading management tool.

Our bespoke client portal will support you in your journey to drive customer-centricity.

Improved customer relationships.

By understanding your customers more intrinsically and focusing your team on a customer centric model, you will enjoy improved relationships and longevity with your customers.

Increased internal performance focus.

By understanding your end user in a more intimate way your team will have more focus to deliver increasingly relevant products, services and innovation.

Improved organisational performance.

With a clear focus on the end user, your organisation will be able to drive improvements in customer experience which will deliver sustainable, profitable growth.

PLUS, you can customise and add optional extras

Our approach is underpinned by the fact that all organisations and their Core Value Propositions are different, hence a 'one size fits all' solution will not produce optimal investment in a Voice of Customer program.

We have thus created a bespoke methodology to build a relevant and empowering program that begins with internal immersion and hypothesis generation, tests and learns with real-life customer interactions and results in the design and implementation of a VoC model for measuring and driving performance improvements over time.

Why choose to *partner* with Insync for your Voice of the Customer Program?

1

We go beyond simply measuring your KPI's by providing a 'Roadmap for Success' to drive improvement and competitive advantage.

2

We will take the time to understand your requirements and priorities so that we can tailor a solution that will help drive your success.

3

We will provide you with a dedicated project team to guide and support you through the whole process.

4

We will utilise our deep industry experience and knowledge so that we can lift out insights and recommendations that will help your executive team focus on the most important issues for improvement.

5

We will seek to build a relationship with you over many years so that we can jointly support ongoing improvement.

What other businesses say about us



Since we started using Insync, CSIRO has developed valuable insights into our customers' experience and how we can improve and enhance their journey. Insync make it easy to collect and analyse customer responses in real time. Insync provide comprehensive analysis in their reports which our research leaders and executives use to inform them about enhancing our customer engagement.

Wendy Reid, CSIRO



Insync has worked closely with our organisation for many years, and created bespoke research solutions based on our needs and intended outcomes. Their team is always helpful and responsive.

Amie Higgs, YMCA Victoria



Insync's surveys help take the hard work out of data collection and analysis for us. We received clear reports we were then able to use to support our organisation's continuous improvement.

Than Rosier, Wintringham

