

VoC & CRM Integration:

The Dynamic Duo



Overview

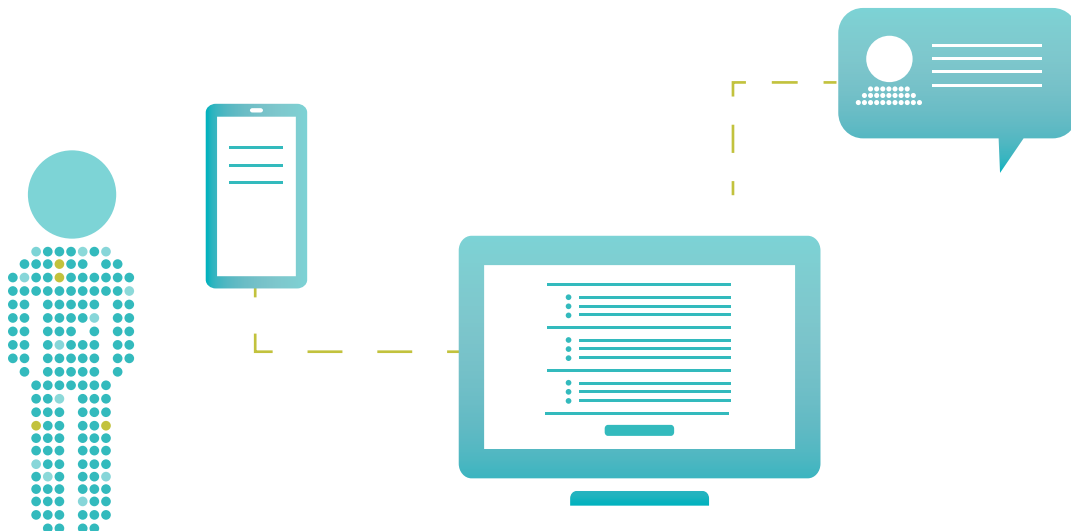
Companies use a variety of channels to capture customer feedback and sentiment data. When used effectively, this data reflecting voice of the customer serves as the foundation for business success. It helps companies improve customer satisfaction rates, reduce costs, and grow revenue. However, according to Aberdeen's research, only 15% of businesses are truly satisfied with their ability to use Voice of the Customer (VoC) data when managing customer conversations. This ebook will highlight how companies integrating VoC data with the most widely deployed customer data repository, CRM, maximize their performance. It will also outline several key capabilities needed to empower employees with relevant and timely insights needed to do their jobs.



On average, employees spend **11%** of their time seeking customer insights due to lack of integration across technology systems.

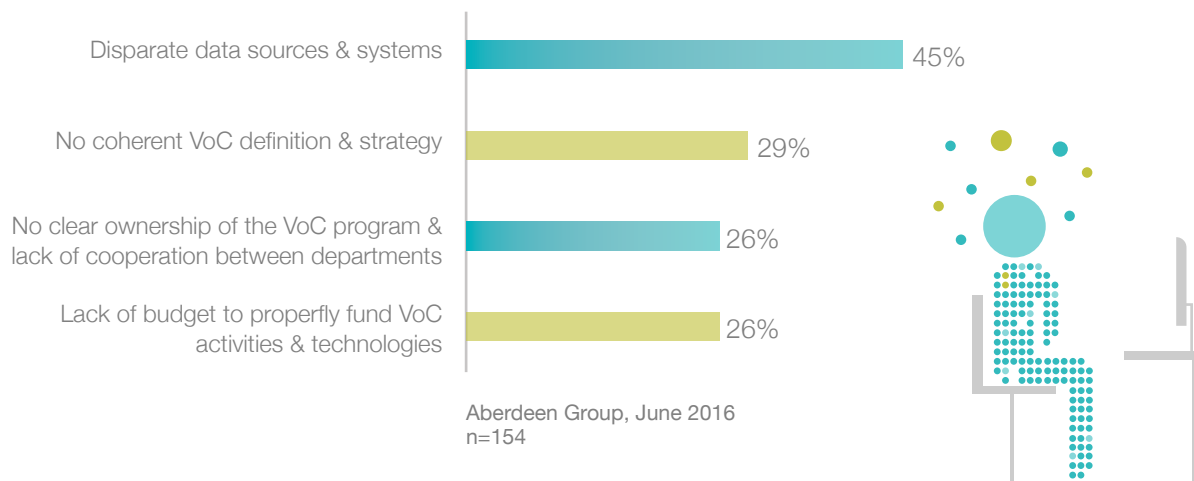
Ignore VoC & CRM Integration at Your Own Risk

The modern customer experience ecosystem is very complex. Companies gather customer sentiment and feedback data through multiple channels, including online surveys, IVR surveys, and live chat. However, many organizations struggle in connecting this data gleaned throughout the customer's journey to build a holistic view into each buyer.



The top challenge standing in the way of accomplishing this goal is the lack of integration between VoC tools and enterprise systems, specifically CRM – Figure 1.

Figure 1: Lack of Systems Integration Is the Top Roadblock Impacting the Success of VoC Programs

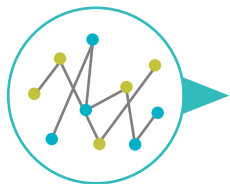


Lack of integration between VoC and CRM has significant impacts on the business. For example, employees in businesses without such integration must log into these systems separately to identify if a customer provided negative or positive feedback in order to personalize the conversation. However, in many instances (e.g. a contact center call), employees won't have enough time to access this information before connecting with the customer. This, in turn, results in employees needing to put the customer on hold while they navigate the CRM for account information and the VoC system to gain insight into customer feedback and sentiment.

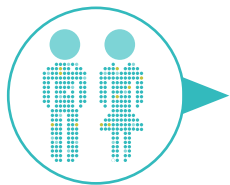
According to Aberdeen's research, employees spend 11% of their time on such unnecessary tasks, resulting in \$1.1 million in unnecessary costs each year. These numbers are for a business with 200 employees with \$50,000 in annual labor cost. While headcount and labor costs will vary across companies, every business that struggles with lack of integration of VoC and CRM systems will struggle with unnecessary costs.

How to Use VoC & CRM Integration as a Strategic Advantage

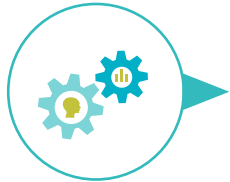
While lack of integration between VoC and CRM systems is a daunting task, the good news is that companies have different options to address it:



Working with the internal IT team to integrate data flows across VoC and CRM systems so employees can access a unified view of the customer data



Working with a third-party service provider for technical help in mapping current data flows between the CRM and VoC systems and ensuring seamless integration

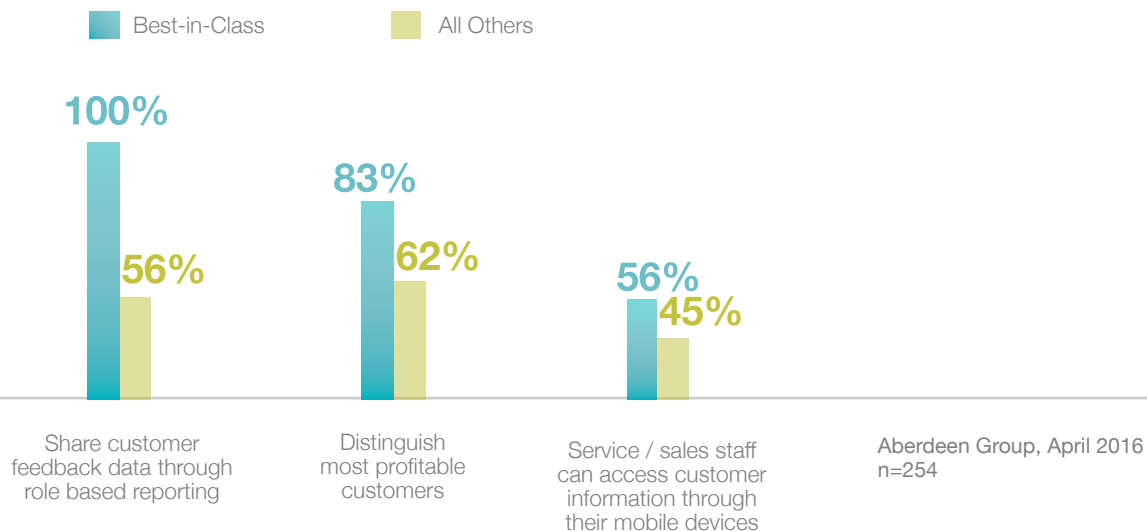


Using a VoC tool that seamlessly integrates with the CRM solution

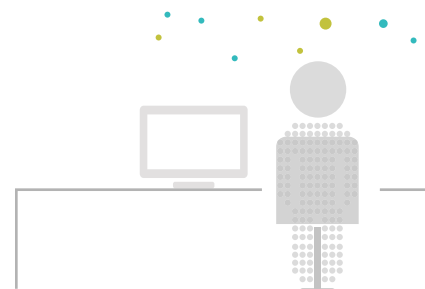
Each approach involves different paths for the business. The first one is more taxing on internal resources, as it requires deeper involvement of the internal IT team. The second option entails incurring additional spend to work with third-party providers who are not very familiar with company systems and customer needs. The third option – existing integration between CRM and VoC systems, is therefore the most effective one. This requires minimal to no IT involvement to streamline processes or work with a third-party provider.

Best-in-Class companies understand the importance of VoC & CRM integration. However, they also know that this integration by itself won't produce maximum results unless companies put the resulting insights to use. In other words, top performers go beyond simply building a unified view of the customer data. They provide all stakeholders with relevant views of this data in order to personalize customer conversations and ensure the consistency of messages delivered across all channels – an activity described as 'omni-channel.' By using VoC & CRM, Best-in-Class organizations gain insights that maximize their results. Figure 2 illustrates some of these capabilities.

Figure 2: Provide Employees with Clear & Timely Visibility into VoC Data



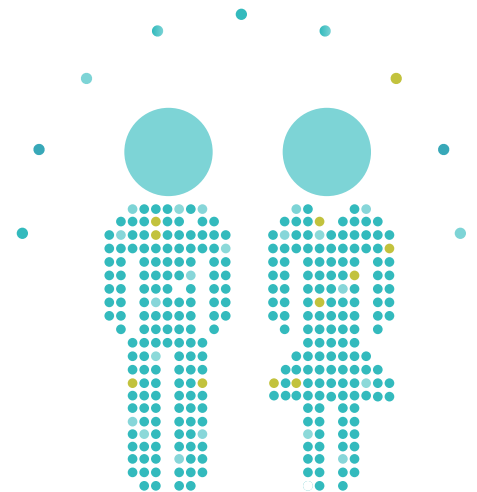
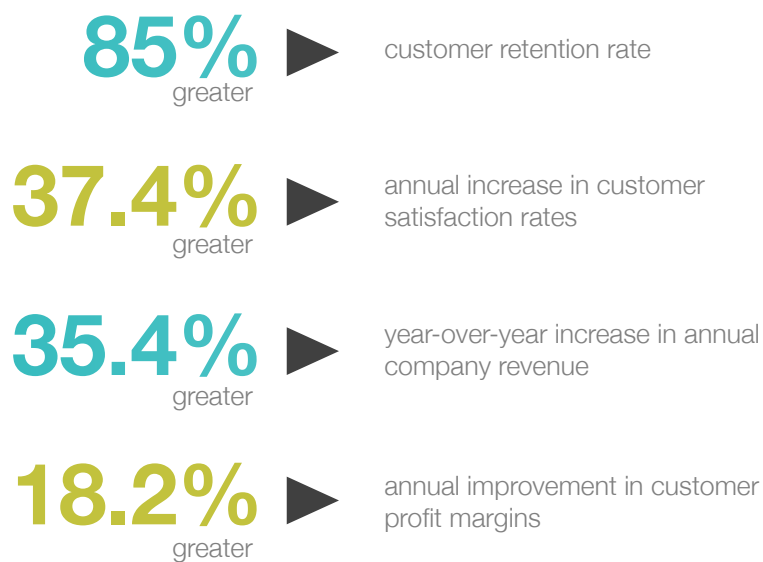
As depicted above, in addition to providing employees with only the relevant views of customer sentiment and feedback data, the Best-in-Class also empower them with even deeper insights. They provide employees with segmentation data, revealing if a customer is a repeat buyer, an influencer, or a high-profit client. Most CRM systems enable such analysis. Therefore, integrating VoC and CRM helps companies execute this important activity.



Key Takeaways

In short, the modern customer experience executives have an abundance of data they can use to manage buyer interactions. However, without a proper foundation, this becomes a daunting challenge. Integrating VoC and CRM systems helps alleviate this pressure. It does so through building a consistent and more complete view of the customer journey. This integration also allows employees throughout the business to more easily find and access relevant insights needed to personalize customer conversations.

Best-in-Class firms reap the rewards of VoC and CRM integration. They achieve:



We recommend following the lead of these top-performing businesses by making VoC and CRM integration a top priority to set the ground for long-term performance improvements.

Watch a short video to see how you can bring your VOC and CRM data together:

Watch Video



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