

Voice of the Customer in the Enterprise

A Study by MarketTools, Inc.



Overview and Methodology

> Objective

- Determine how enterprise companies are approaching customer feedback, including methods used to gather, analyze and act on feedback; executive visibility on voice of the customer program within the enterprise; and the level of importance placed on such programs by the enterprise

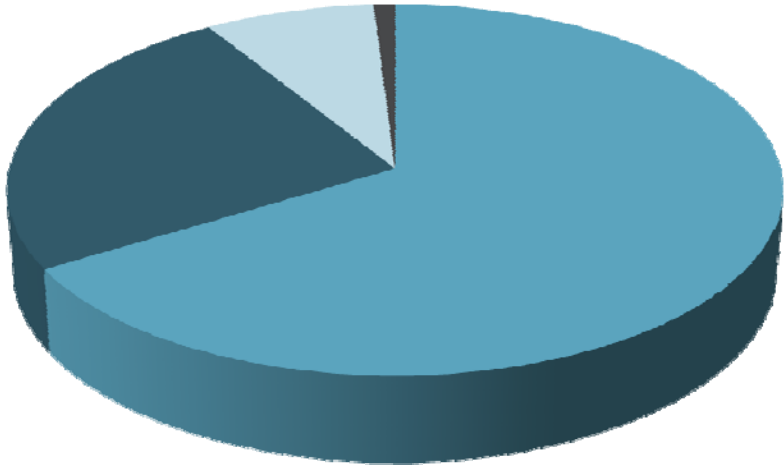
> Approach

- MarketTools conducted the study using MarketTools CustomerSat and MarketTools ZoomPanel to survey executives at companies with annual revenue greater than \$100 million. (73 percent of respondents are at companies with annual revenue of \$1 billion or more.) Completed surveys numbered 813.

> Key Takeaways

- Despite the growing presence of social media for customer conversations, few organizations mine the social media channel to improve customer satisfaction
 - > 94 percent of companies are not yet using social media for customer feedback
- The study also revealed a disparity in the way companies think and the way they act in regards to customer satisfaction
 - > Although 92 percent of respondents believe that satisfied customers are very important or extremely important to their company's bottom line, fewer than half solicit customer feedback on a continuous basis, and more than one-fifth solicit feedback only once a year or not at all.

The Importance of Customer Satisfaction

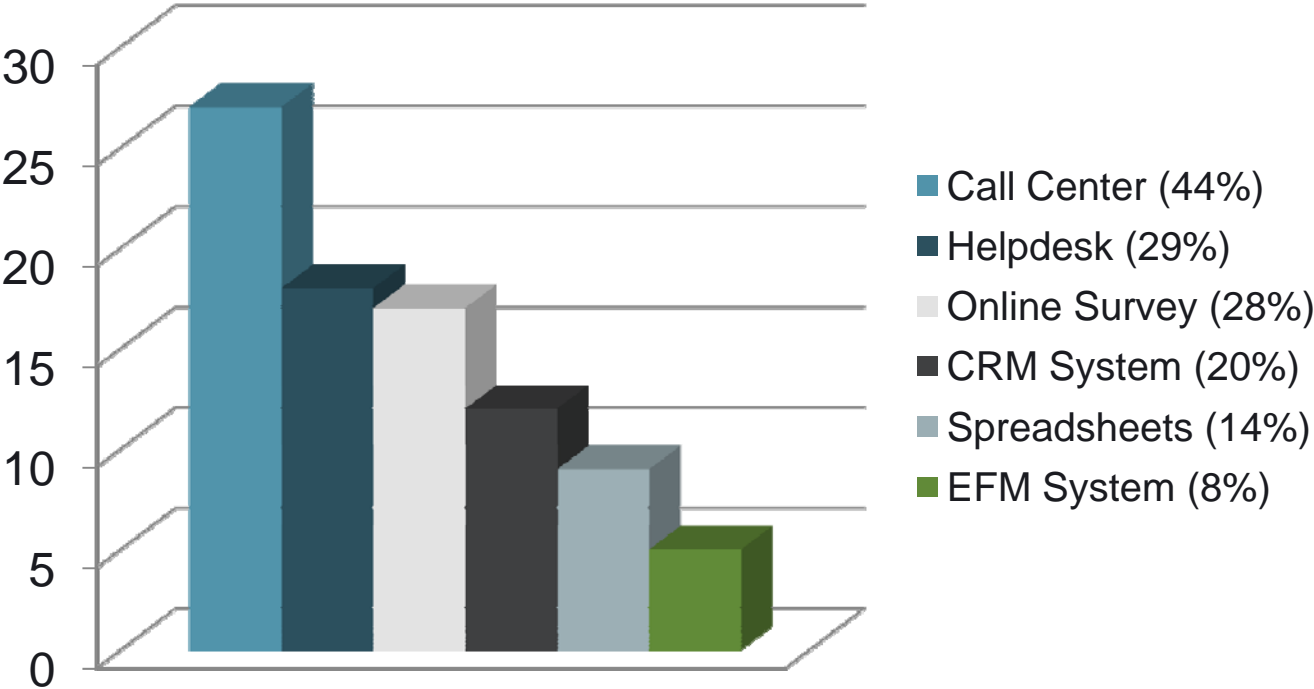


- Extremely Important (67%)
- Very Important (25%)
- Somewhat Important (8%)
- Not Important (1%)

How important is customer satisfaction to your company?

Respondents = 808

Tracking Customer Satisfaction

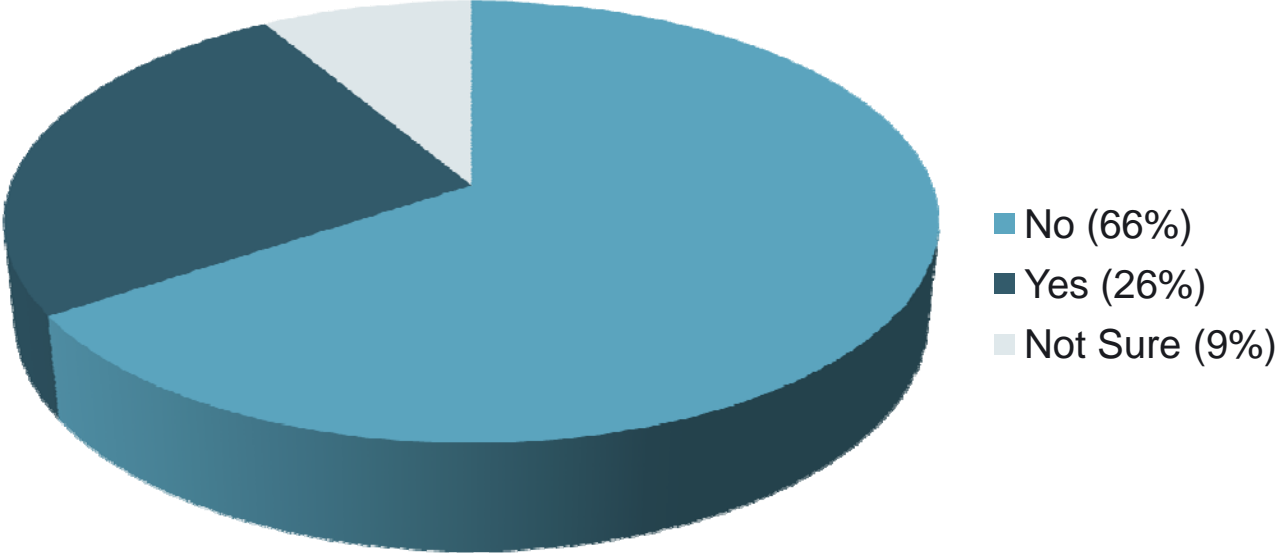


How does your company currently track and respond to customer satisfaction?

(select all that apply)

Respondents = 807

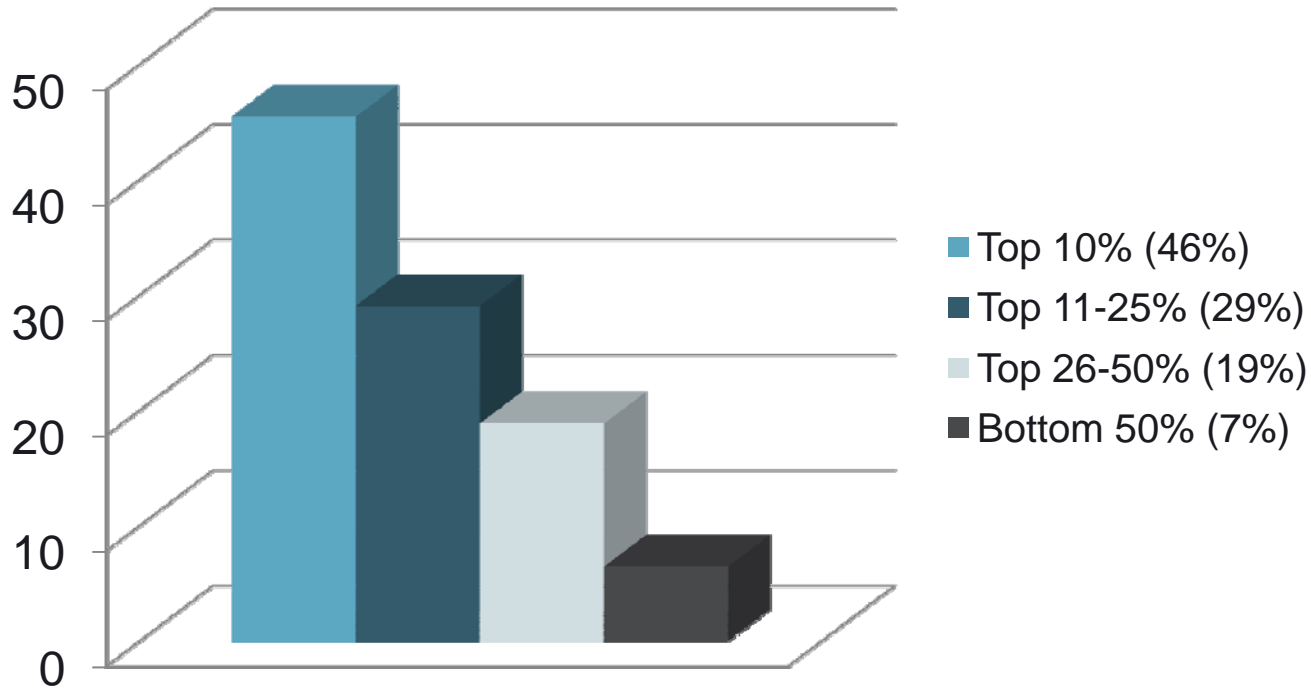
Compensation and Customer Satisfaction



Is your compensation, in any way, tied to the customer satisfaction scores your company receives from its customers?

Respondents = 807

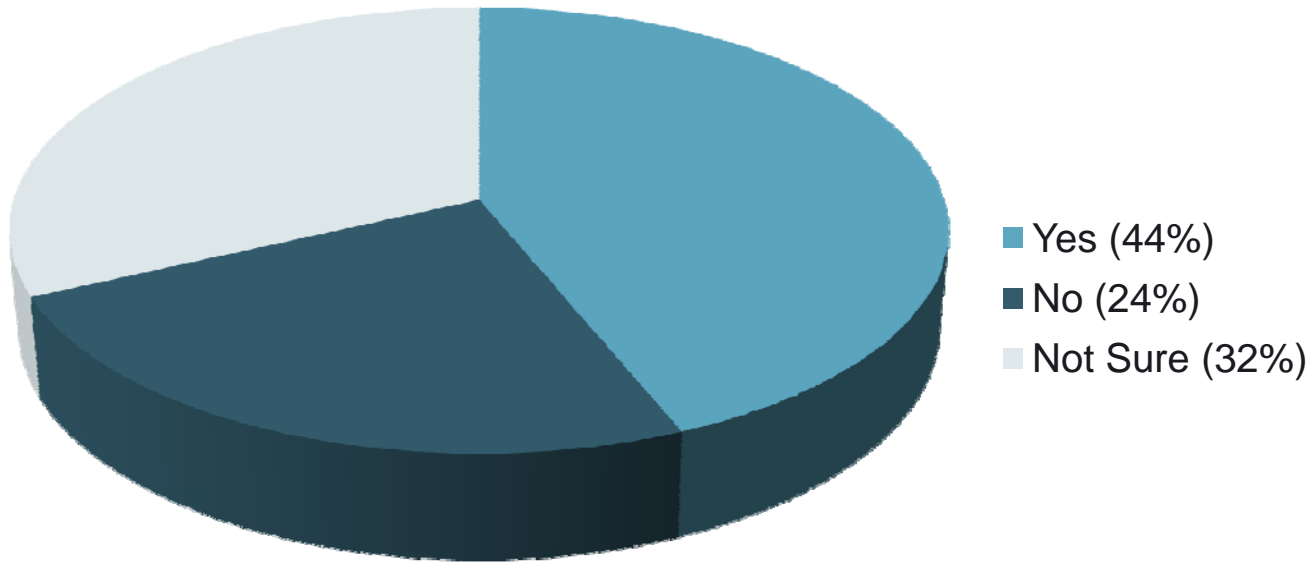
Industry Customer Satisfaction Levels



Considering peer companies in your industry, how would you rate your company's performance in terms of customer satisfaction?

Respondents = 811

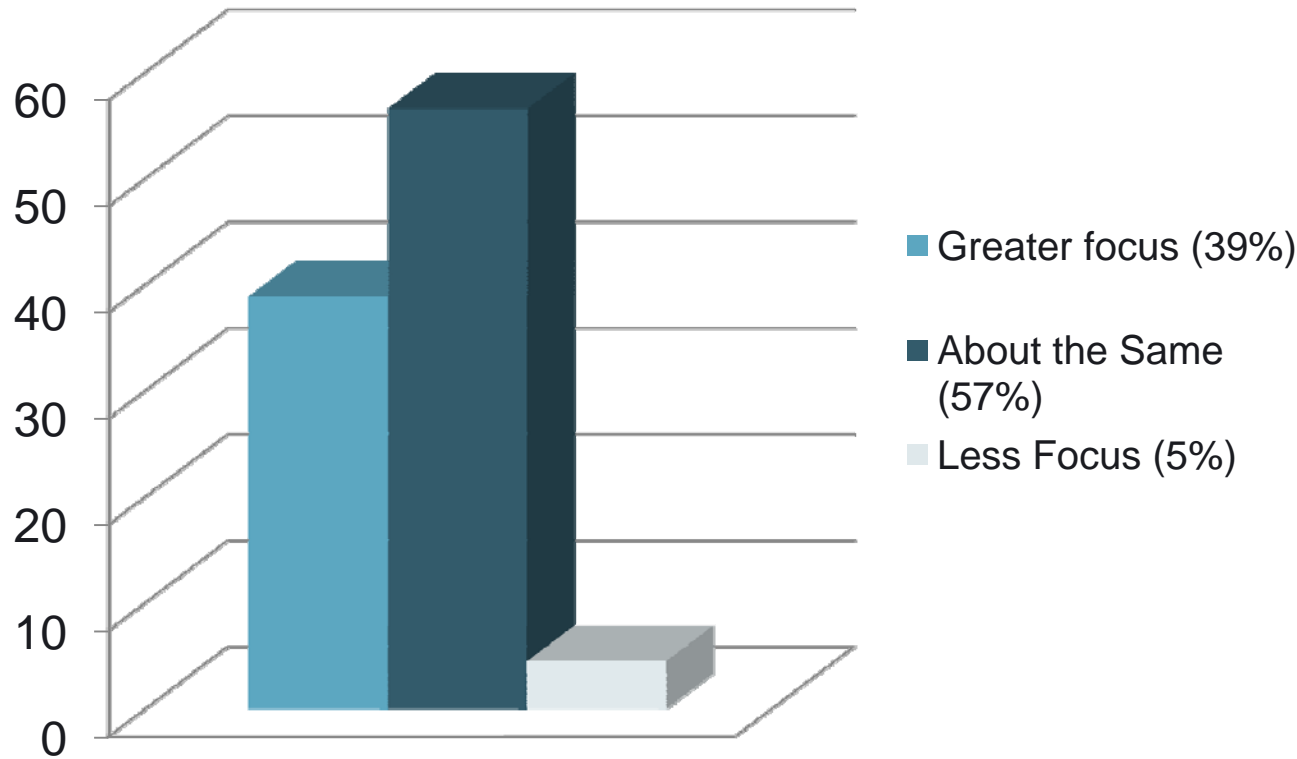
Executive Visibility



Does your company have a formal Voice of the Customer program with executive visibility that is shared throughout the organization?

Respondents = 808

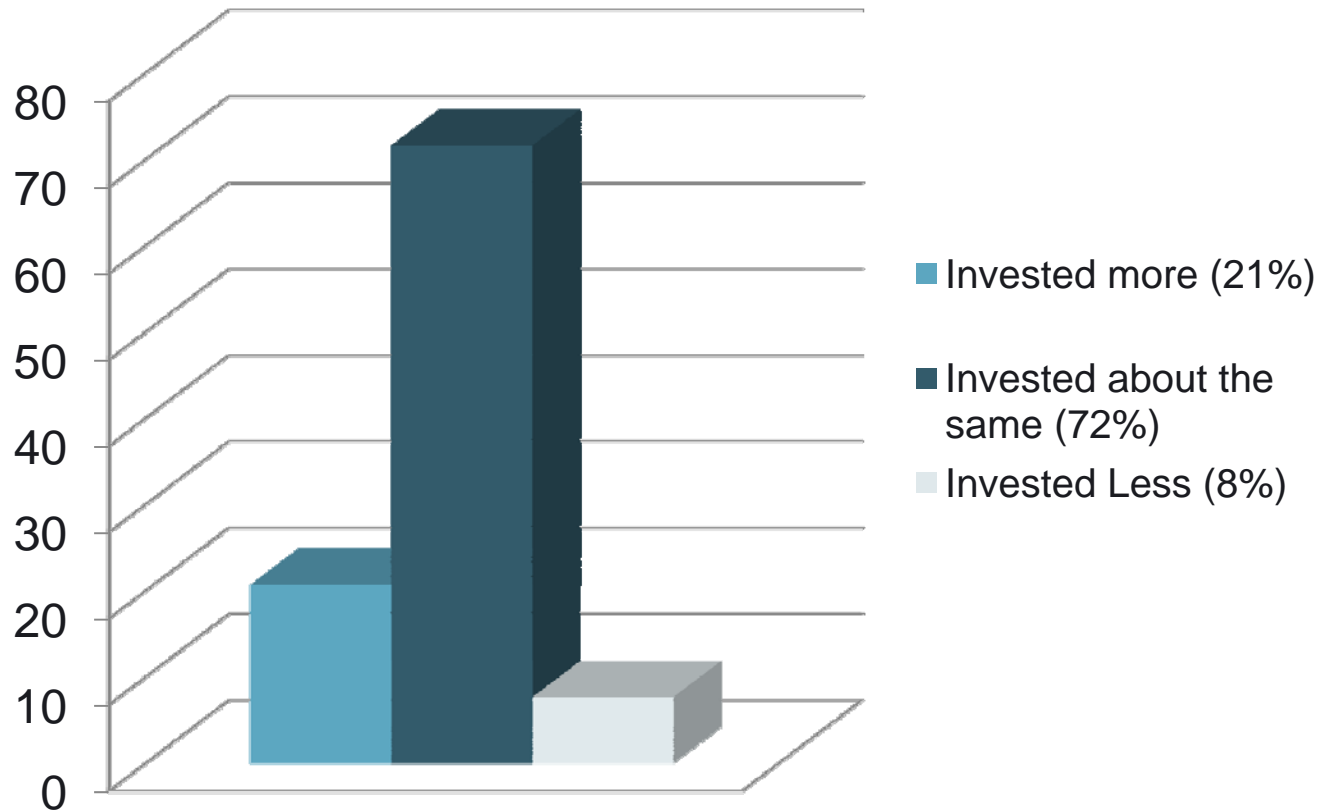
Focus on Customer Satisfaction



Compared with 2009, how has your company's focus on customer satisfaction changed in 2010?

Respondents = 807

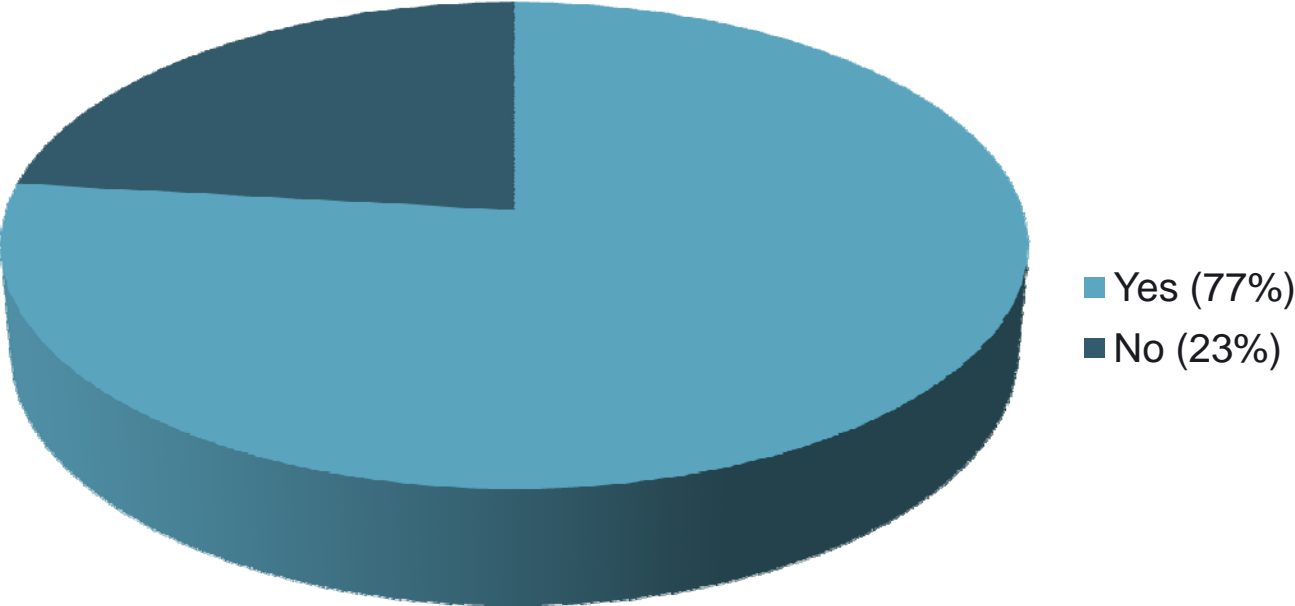
Investment in Customer Satisfaction



Compared with 2009, how has your investment in customer satisfaction-related products/services changed in 2010?

Respondents = 810

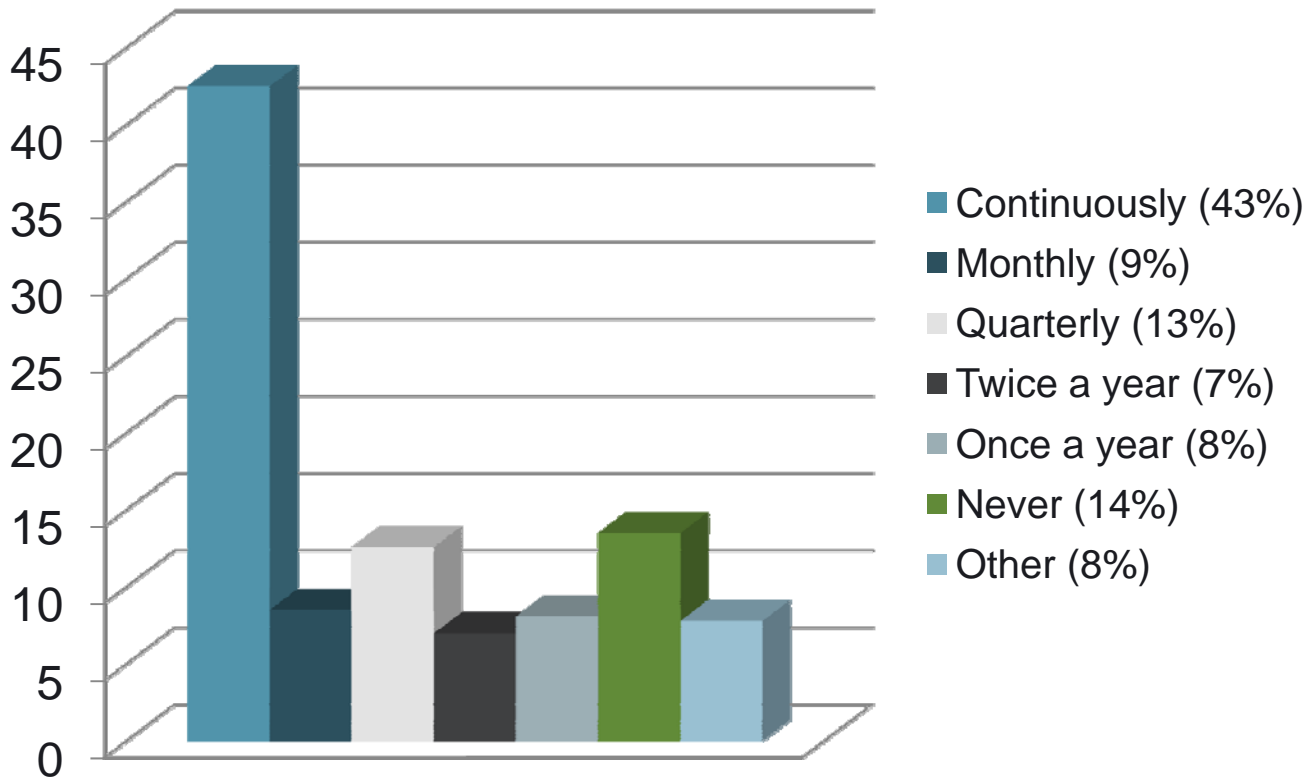
CEO Visibility



Does your CEO have visibility into your organization's customer satisfaction programs?

Respondents = 810

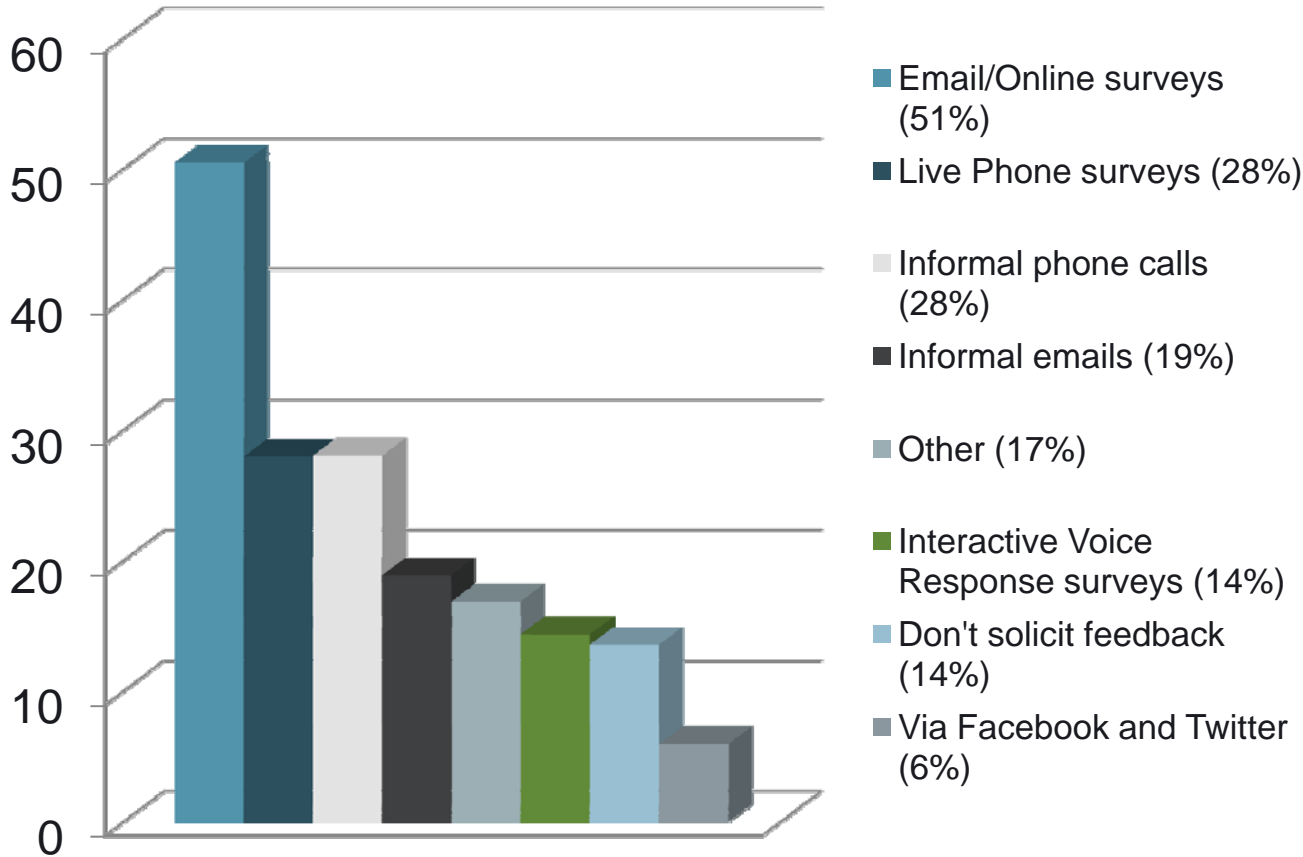
Soliciting Customer Feedback



How often do you solicit feedback from your customers?

Respondents = 810

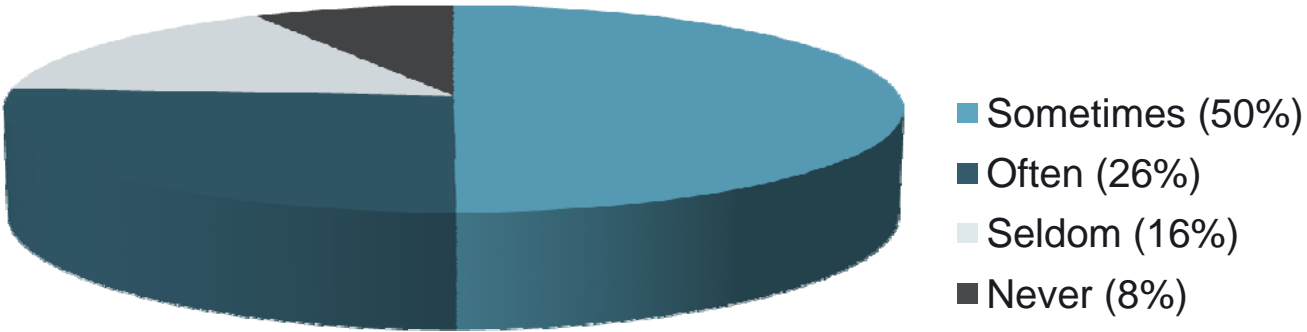
Soliciting Customer Feedback



How do you solicit feedback from your customers?
(select all that apply)

Respondents = 810

Changing Business Processes



How often do you use customer feedback to change a business process?

Respondents = 807

The Bottom Line



- Extremely important (65%)
- Somewhat important (27%)
- Not very important (6%)
- Not important at all (2%)

How important is customer satisfaction to your company's bottom line?

Respondents = 807

Company Size



- \$1 billion or more (72%)
- \$500-999 million (13%)
- \$250-499 million (8%)
- \$100-249 million (7%)

What is your company's total annual revenue?

Respondents = 813

Thank You