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FROM THE
VOICE OF THE CUSTOMER
THOUGHT LEADERSHIP SERIES

5 Fresh Practices for B2B Feedback Programs

The expectation for B2B companies to deliver exceptional experiences is the same (if not higher) than their B2C counterparts. In fact, 80%* of corporate buyers say they have switched at least one supplier in the last 24 months because of customer experience gaps – including poor account management, lackluster support, and products not living up to expectations.

A well-designed customer feedback program helps to close those gaps. Here are five fresh practices to consider when reimagining your B2B VOC program.

**According to Accenture*

1 Don't Stop at Relationship Studies

Many B2B organizations are still using a single, annual survey to evaluate CX and it's simply not enough. In addition to relationship surveys, incorporate a journey approach to collecting feedback – using critical transactions and interactions as the impetus for surveying.

2 Consider Multi-Mode Surveys

Usually, there is more than one stakeholder involved in a B2B relationship. There's executive sponsors, influencers of a purchase decision, the employees who utilize your product or services on a day-to-day basis, etc. It's important to collect feedback from all parties you interact with in ways that are most relevant to them.

Consider a multi-mode methodology for surveying. For example, sending day-to-day product users a survey via email, while scheduling a 10 minute phone call with executive sponsors.

3 Monitor Your Non-Responders

Compared to consumer-driven business, B2B models have far fewer customers. This places heightened value on each customer and heightened importance on ensuring the relationship is strong.

Given the immense value each customer holds, it's important to monitor which accounts are not responding to your requests for feedback, as this could be an indication of strain on the relationship.

4 Get Feedback to Relationship Managers Faster

Relationship managers should have ongoing visibility into their customer's feedback to monitor account health and determine appropriate actions.

It's critical to get this feedback to your relationship managers quickly to eliminate any risk. The challenge? Most relationship managers are on-the-go, spending less and less time tethered to their desk. Consider pushing account scorecards to their mobile device in real-time. Most VOC platforms have this functionality available, make sure you're taking advantage of those capabilities.

5 Give Employees a Say

Your employees – from relationship managers to frontline call center advisors – are constantly interacting with customers. They see and hear issues that may never surface in a survey.

Offer your employees who interact with your customers a simple way to elevate their voices and share ideas for improvement. This will keep your most valuable asset engaged in CX and contributing to the betterment of your company.

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