

Make Them Feel Valued. Make Them Feel Heard.

644 consumers and 131 brand representatives ranked top Customer Experience (CX) trends for the year and shared insights. Here's what they told us.

The Final CX Rankings

Ranking	Consumers	Brands	Average	Disparity
Feeling Trumps Function	5	3+	4	2
Mobile First	6	3+	4.5	3
More Reliable Online Reviews	2	6	4	4
Personalized Experience	4	1	2.5	3
Shorter Surveys, More Listening	1	2	1.5	1
Transparency	3	5	4	2

† Indicates a tie

Consumers Want to Feel Valued by Brands

1 in 3

consumers either explicitly stated the importance of feeling valued or mentioned the importance of specific acts that show respect.

Comments included under "feeling valued"

Total Comments
198/569
(34.8%)



Consumers Want a Reciprocal Relationship with Brands

In comments mentioning the word:



In comments mentioning the word:



When asked to mark all contributing factors in their decision to leave feedback

4 in 5 selected "I enjoy offering my feedback and making a difference"

>40% marked it as the primary reason

Consumers want reliable destinations for offering helpful reviews

#2 on their list was "more reliable online reviews"

How consumers are offering to help you



Consumers Feel Valued When They Feel Heard

3 Ways to Show Customers You Are Listening to Their Feedback

- 1 Inform them upfront on what you plan to do with their feedback.
- 2 Acknowledge that you have received their feedback.
 - Do it humanly, personally, and authentically
- 3 Make changes based on incoming feedback. Communicate those changes.

Consumers ranked "shorter surveys, more listening" as their #1 CX priority for 2015



1 in 3 consumers rated it #1



70% of consumers rated it in their top 3

1 in 5

comments talked about the need for more concise, more clear, more relevant survey questioning

Brands Start with the End in Mind

That end is, of course, a more personalized experience for the customer. Thankfully, brands' closely contested second choice shows they are now better understanding how to get there.

- 1 Personalized Experience 32.82%
- 2 Shorter Surveys, More Listening 30.53%

Caution: Don't Put the Cart Before the Horse

Placing focus on the end goal first can lead companies to try and create a personalized experience without building the necessary relationship of trust beforehand.



Conclusion

Voice of Customer (VoC) in 2015 is more than an exercise in collecting insights; it's an opportunity to strengthen loyal customer relationships and deliver key elements of your differentiated customer experience.