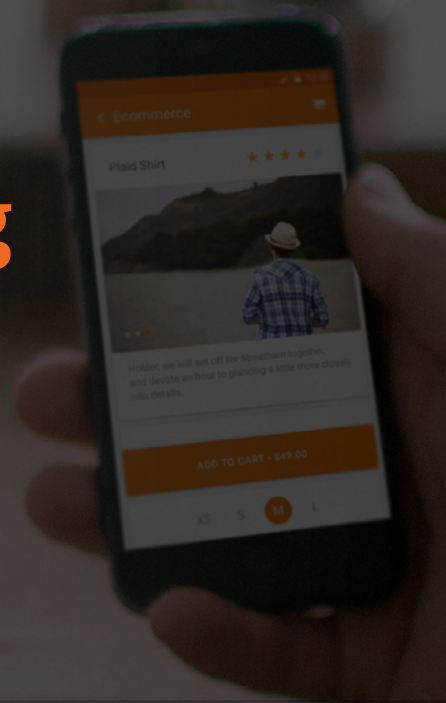


Questions to ask during a VoC Solution Demo

As you evaluate what is the right VoC solution for your needs, you will attend sales demos with different vendors. To find the right VoC solution for you, you need to ask the right questions.



These are the questions you should discuss during these demos to make sure you select the best VoC solution for you:

1 To what extent can you manage my VoC program?

Collaborating with a team of experts will save you time and resources, but not all vendors have the same quality of professional services. Make sure that when you discuss the capabilities of VoC vendor's products, you also discuss their professional service capabilities. Even if you don't need to use the full services a VoC provider has on offer, it is important that they have experience if ever you need to fill gaps quickly. For example, if someone from your team leaves, or you realize that you didn't have all the internal expertise required to implement the solution.

2 Can you build specific solutions that meet exactly my needs?

This might seem like an obvious question, but not all VoC solutions provide a tailored solution that is adapted to your needs. The main reason they force you to use standardized questions is so that they can offer benchmarking capabilities. The ideal VoC solution should offer you the ability to run target surveys to answer specific business questions you might have, while still offering benchmarking capabilities through running a traditional VoC research study.

3

How does the implementation process work?

Launching a VoC solution will always require you to implement code on your website, but not all VoC solutions have the same implementation process. A leading VoC provider should provide a single script that can be implemented on all your different websites. This script should be “plug and play” so you easily make and publish changes on the fly without needing to go through your IT department every time.

4

What reporting do you offer?

Most good VoC solutions offer reporting capabilities ranging from text mining to benchmarking to advanced Business Intelligence reporting. During your demo, make sure that the vendor shows you the full suite of reporting tools they have to offer. This will allow you to assess whether they provide intuitive and interactive reporting features that will help you quickly get the insights you need to make customer-centric decisions.

5

Does the VoC solution meet all your security and privacy guidelines?

As you are collecting sensitive information from your customers, it is imperative that your VoC solution has state-of-the-art security capabilities. Also if you want to deploy the solution in different markets and regions around the world, make sure that the vendor complies with the different regional legislation.

6

What is your expertise in my industry?

There are various different VoC solutions out there with different solutions focusing on specific industries or company size. By looking at the current customers of a VoC solution you can get a feeling for the different industries the vendor is strong in and whether they cater more for small business, or mainly focus on large enterprises.

7

Why should we choose you over your competitors?

This question challenges the vendor and lets them know that you're looking at other vendors in their space. It also tests their knowledge of the VoC industry and gives you the chance to hear their take on what makes their VoC solution stand out from the competition. If they can't answer this question, they're probably not the right choice.