



Five Secrets to Creating Products and Services Customers Love

How to use VoC insights to deliver superior products and services, and improve customer experience in the process



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Introduction

How are your products and services developed? Based on third-party research? On gut feelings? Or on what customers are actually telling you they want?

Often, saying “Listen to your customers” is easier than doing so – especially at scale. Many companies attempt to uncover Voice of Customer (VoC) insights using solicited feedback, such as surveys or focus groups. Yet, with survey response rates usually reaching only single digit percentages, these approaches only address a fraction of the potential universe of customers from whom you could be learning.

It's important to consider all the channels through which customers are providing feedback, including when you aren't actually asking for that feedback. Consider, for example, the conversations that happen in your contact or customer service centre every day. Customers are regularly contacting you and explaining how a product didn't work or when a service didn't meet their expectations. What if you could tap into those unsolicited interactions and consider them alongside your survey or focus group efforts?

It's these types of insights that have the potential to create a powerful feedback loop between your product teams and customers, and being able to inextricably link product experience and customer experience.



Capturing and analysing all this feedback can help you:

Enhance strategy

By analysing solicited and unsolicited multi-channel customer feedback, you can refine product and service development strategy and priorities with an always-on 'focus group' for testing ideas, messages, features and products.

Address quality and safety issues

Empower product managers, designers, and QA teams to easily capture quality issues with existing products that need to be addressed. Using contact centre interactions as an early warning system, you have the potential to identify and remediate safety issues before they become product crises.

Understand the competitive landscape

Monitoring conversations across social media and ratings and review sites make it possible to gain a deeper understanding of a product or service's strengths and weaknesses against the competition. By mining these conversations for competitor mentions, you can also uncover product risks or threats that you may not yet be aware of.

Drive innovation

With comprehensive insight into customer suggestions and comments about what they want and need, you can get inspiration for new features, products, and service offerings. By capturing and analysing the foundational drivers of customer suggestions, you can uncover adjacent opportunities for innovation. In addition, it can be used to drive research and investment priorities for the product management roadmap.

Let's explore how to do it.

SECRET ONE:

Align teams along the customer journey

CX and contact centre teams are on the front lines of customer interactions. However, according to the [2022 CallMiner CX Landscape Report](#), 58% of organisations say their CX teams are not completely aligned with the rest of the business. That's a major missed opportunity, as alignment on customer priorities can drive business-wide improvements.

For example, valuable data could be locked in customer support conversations and leveraged to improve the product experience.

Use case: Using contact drivers to identify product demand

Root cause is the actual issue at hand, while **contact drivers** represent the customer's perception of the issue. Conversation intelligence, powered by artificial intelligence and machine learning, can help you recognise common themes or trends across every customer interaction to dive deeper into root cause analysis. When similar themes arise across contact drivers, these may indicate root cause issues.

Consider this real-world example of a contact centre that received an influx of calls over a six month period, where customers repeatedly mentioned wanting a blue phone case. The customer support team was able to provide that insight to the product team, who provided a version of a blue phone case in response to demand. As a result of delivering the new product, calls to the contact centre were reduced and, for customers who were still looking for that colour, agents could point them directly to the product.

It doesn't matter where or how a customer chooses to interact with your organisation throughout their customer journey, contact drivers and root cause analysis can be performed across any channel. Using different data points in an omnichannel environment can help your team get a clear understanding of customer feedback and preferences across the entire journey.

SECRET TWO:

Don't be afraid to get emotional

Although it may not seem like it, there's a big difference **between sentiment and emotion**. Customers may indicate their sentiment using simple surveys like Net Promoter Scores (NPS), where they reveal whether an interaction was positive, negative or neutral. Emotion, however, is much richer than sentiment. Analysing it effectively can reveal how customers really feel about your product or service.

Use case: SiriusXM's Emotion Index

Audio entertainment company SiriusXM uses conversation intelligence to track an ongoing Emotion Index score for its customers. The goal is to better equip operation teams across the company with customer insights. As a part of a continuous improvement project, a dedicated team delivers these insights to different areas of the business, allowing executive teams to drive change based on centralised data.

Using the Emotion Index to track a wide range of emotions, the team is able to continuously improve the customer experience. The continuous improvement team turned on the scoring mechanism across voice, messaging and outbound communications such as social media, and correlated the Emotion Index with customer satisfaction (CSAT) scores for richer, blended data. The score works by taking what the customer is telling the brand and allowing the team to drill down into the root cause for their pain points as well as their delight.

By operationalising this data, the team can surface issues with programming, marketing campaigns, technical issues and more – before they reach critical mass. As a result, SiriusXM is improving customer experience visibility across the organisation, and implementing positive changes across the product, marketing, legal and channel management teams. Going forward, they will create controls for each line of business by tracking improvements to the top drivers of customer sentiment and emotion.

SECRET THREE:

Get to the source of important product issues

When it comes to product quality and safety issues, improving customer satisfaction, avoiding a recall and ensuring the safety of customers is paramount. However, it can be difficult to know the exact source of the problem when one arises. For some products, a recall may originate from a defect with materials, suppliers, assembly or a long list of other potential issues. For services and digital experiences, it can be even more challenging to understand the impact of changes on customers. Fortunately, customers often weigh in on the issues they are experiencing through their interactions with your organisation.

Listening to and incorporating that feedback into the product team's future decisions is critical.

Use cases: Listening to customer feedback on digital services

For many companies, their website or digital application is their product. One major consumer website received an influx of calls to the contact centre about features they didn't know how to use and website bugs. While their contact centre had always funnelled that type of feedback to the product and web team, historically, the product team was slow to fix the problem. However, once the contact centre team started playing these feedback calls back to the product team, bugs and user experience issues got fixed much quicker.

Another digital streaming service uses conversation intelligence to analyse customer interactions and understand the impact of strategic product decisions on customer retention, experience and more. When the organisation recently removed a free HBO Max subscription offering from AT&T's unlimited wireless plans, within hours, they were able to confirm that removing the free subscription had no negative impact on churn. With the right intelligence, the company could make better marketing and customer service decisions, as well as quickly understand the effects that those decisions have on CX.

Use case: Transforming customer insights into product improvements

A leading mobile accessory company captures rich data from customer conversations using conversation intelligence, uncovering critical insights for its product quality and engineering teams, as well as its supply chain partners to action for continuous product improvement.

Using this technology, the team can collect valuable, accurate data that the product quality and engineering teams can use to inform product improvements or other changes. This is particularly valuable when a customer calls in to fulfil a limited lifetime warranty on one of the brand's products.

Product analysts use conversation intelligence to quantify how often a specific failure occurs, and talk about the frequency of issues with the product quality and engineering teams. Using this data, these teams can more accurately size the problem. If it's an issue with a material or a specific design, they can correct it and make sure it doesn't occur in any future product lines.

For example, the team identified an issue with a specific colour with one of the company's popular device cases. This led them to the exact factory using an experimental material in this colour. The material itself was defective, not the design of the case. By focusing only on this colour, instead of an entire product line, the company could be more precise with their manufacturer on the nature of the issue, what needed to be improved and even handle the issue with customers more effectively.

The insights are shared broadly across many teams, as well. For example, the legal team uses them to determine whether the company is meeting regulatory requirements surrounding product changes. In addition, the marketing team leverages this data to refine the focus of its campaigns, making them more accurate and relevant to consumers.



SECRET FOUR:

Tap social for unsolicited feedback

Are you truly tapping social media and product review sites to your full advantage? These could be excellent sources for competitive intelligence, brand advocacy and even identifying potential crisis signals before they explode.

Use case: Evolving your strategy beyond social media monitoring

Basic social media monitoring only goes so far. Conversation intelligence can pick up on customer signals, and also cross-reference data points to determine a customer's or group of customers' state of mind via sentiment and emotion analysis.

It can also identify customers with whom you may wish to engage in a one-to-one or small group conversation about product roadmap or innovation. For example, your most loyal customers may already be sounding off on social media about your brand. Engaging them on a deeper level could provide valuable insights about the products or features you develop, when to prioritise them, and potential mistakes to avoid.

SECRET FIVE:

Discover unexpected feedback

By automatically analysing omnichannel customer feedback, you may be inspired to surface ideas for new features, products, and service offerings. Product managers, product leaders, and designers benefit from clear insight into customer preferences, helping to drive priorities within the product roadmap.

By analysing the foundational drivers of customer suggestions, teams can uncover adjacent opportunities for innovation. You can also learn how customers are trying to use products in new ways, uncovering opportunities for product line expansion.

Use case: Developing new supplements based on demand

A leading provider of wellness supplements leverages conversation intelligence primarily for compliance purposes. However, in the process, the company discovered a new way to collect feedback about pricing, product ingredients, ideas for new products, and more.

This data is not only valuable to the contact centre, but also for providing customer testimonials for regional marketing and social media campaigns. The product team also takes these ideas and leverages customer feedback to develop new supplements based on customer demand.



Uncovering a goldmine of customer insights

Your customer experience and product experience can and should be more aligned than you might think. The good news is, AI and conversation intelligence can help product teams mine for customer feedback they may have never considered.

Acting on this feedback can improve product quality, drive innovation and make a major difference when it comes to customer satisfaction and long-term loyalty. Customers want to feel heard and understood, and know that their feedback is being incorporated by their favourite brands. What better way than to analyse VoC insights, everywhere your customers choose to interact?

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About CallMiner

CallMiner is the global leader in conversation intelligence to drive business performance improvement. Powered by artificial intelligence and machine learning, CallMiner delivers the industry's most comprehensive platform to analyse omnichannel customer interactions at scale, allowing organisations to interpret sentiment and identify patterns to reveal deep understanding from every conversation.

By connecting the dots between insights and action, CallMiner enables companies to identify areas of opportunity to drive business improvement, growth and transformational change more effectively than ever before. CallMiner is trusted by the world's leading organisations across retail, financial services, healthcare and insurance, travel and hospitality, and more.



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