Voice of the customer template

A voice of the customer template is a structured tool designed to help teams systematically capture customer sentiment.

Our VoC template is specifically crafted to help you get started in managing and interpreting customer feedback effectively. With this template, you can easily track and address common issues, monitor customer needs, and prioritize areas for improvement.

Customer feedback *What are customers saying in their own words?*	Customer need *What does the customer actually want?*	Required action *What's required to meet the customer's needs?*
Example: Really happy with the service results although it did take much longer than expected.	*Example: Timeliness*	*Example: Customer expectation management (clear communication), frontline training on efficiency, and service process optimization.*