

Listening to the Voice of the Customer

for Hong Kong Society of Quality

CY Kan

Friday, 13th November 2015

Agenda

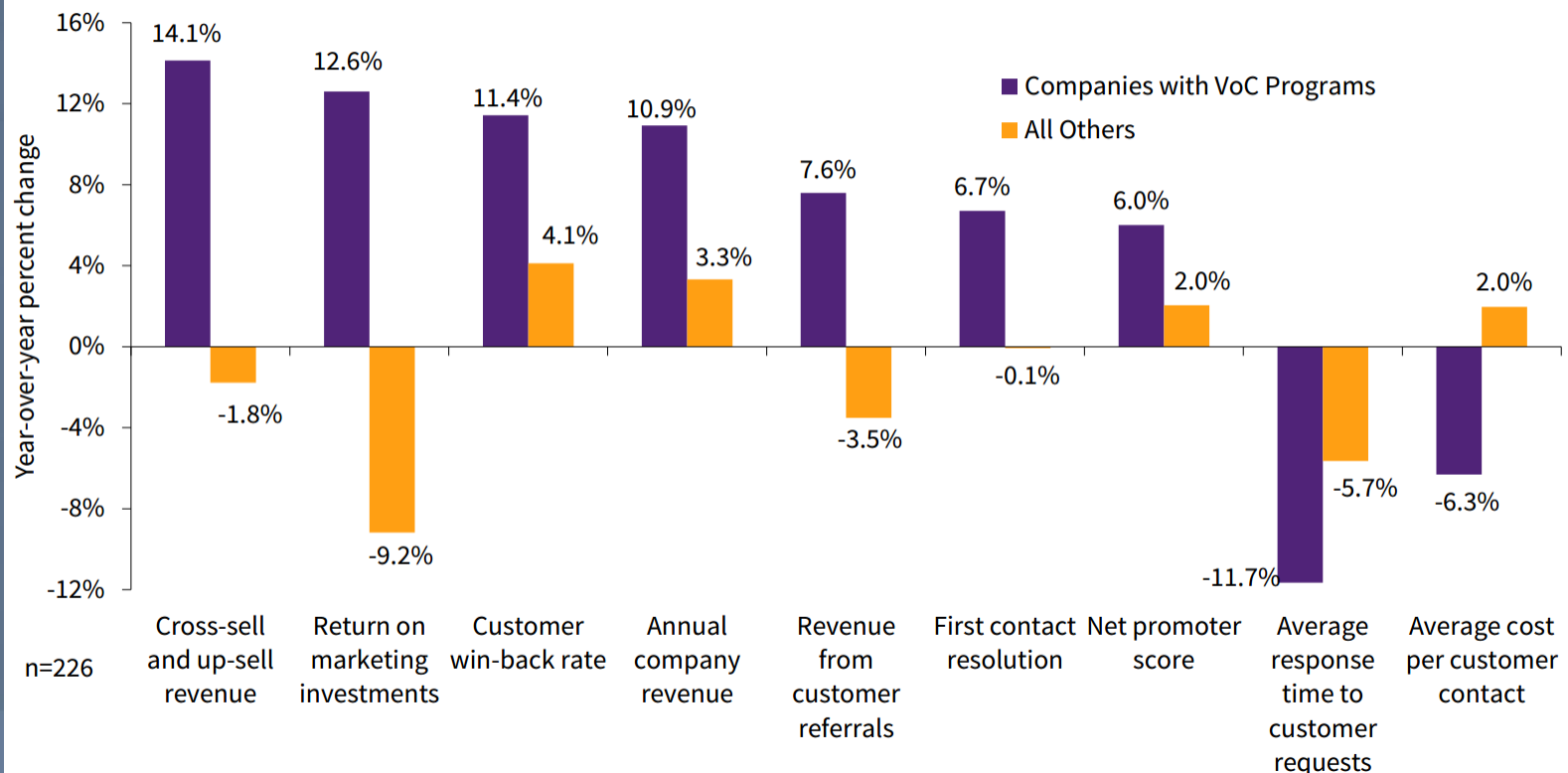
- Voice of the Customer
- 微信 WeChat
- Absolute Value
- Technology Enabler

VOICE OF THE CUSTOMER

Voice of the Customer

Voice of the Customer: Big Data as a Strategic Advantage (Aberdeen Group, April 2014)

Figure I: Companies with VoC Programs Outperform All Others



Source: Aberdeen Group, March 2014

Voice of the Customer

- Voice of the Customer: Big Data as a Strategic Advantage

Report Highlight #1

99% of companies use two or more channels to listen to and **engage** with their customers

Voice of the Customer

- Voice of the Customer: Big Data as a Strategic Advantage

Report Highlight #2

VoC program users **decrease** customer costs by **6.3%** year-over-year

Voice of the Customer

- Voice of the Customer: Big Data as a Strategic Advantage

Report Highlight #3

Using VoC within proactive social customer care programs **boots** the benefits of social media

Voice of the Customer

- Voice of the Customer: Big Data as a Strategic Advantage

Report Highlight #4

The Best-in-Class are **46%** more likely to encourage customers to **share** feedback across multiple touch points

Voice of the Customer

- Challenges

Table I: VoC Practitioners are Challenged with Changes in Customer Behavior

Top Pressures Impacting VoC Programs (n=226)	Companies with VoC Programs
Customers have easier access to a wealth of information on many competitive products / services	49%
Customers expect similar (consistent) experience across multiple touch-points	33%
Customers expect faster issue resolution, whether through self-service or through an agent	32%

Source: Aberdeen Group, March 2014

Voice of the Customer

- Key Performance Indicators

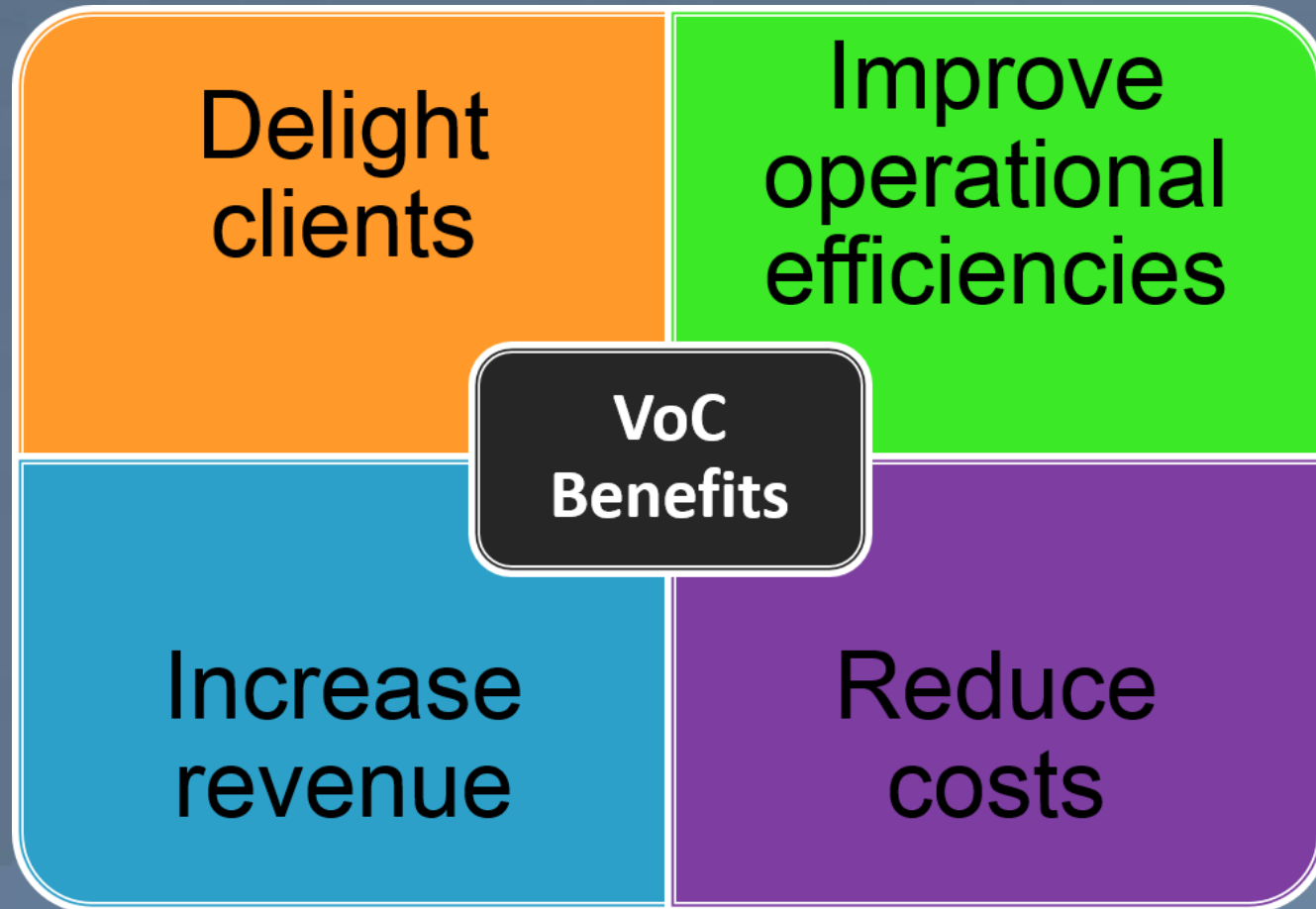
Table 2: Best-in-Class Enjoy Far Superior Results through Better Execution of VoC Programs

Performance Results (n=226)	Best-in-Class	All Others
Customer retention rate	89%	76%
Year-over-year change in annual company revenue	24.8%	6.9%
Year-over-year change in customer satisfaction	22.5%	2.3%
Year-over-year improvement in (reduction of) average response time to customer requests	29.1%	-5.0%

Source: Aberdeen Group, March 2014

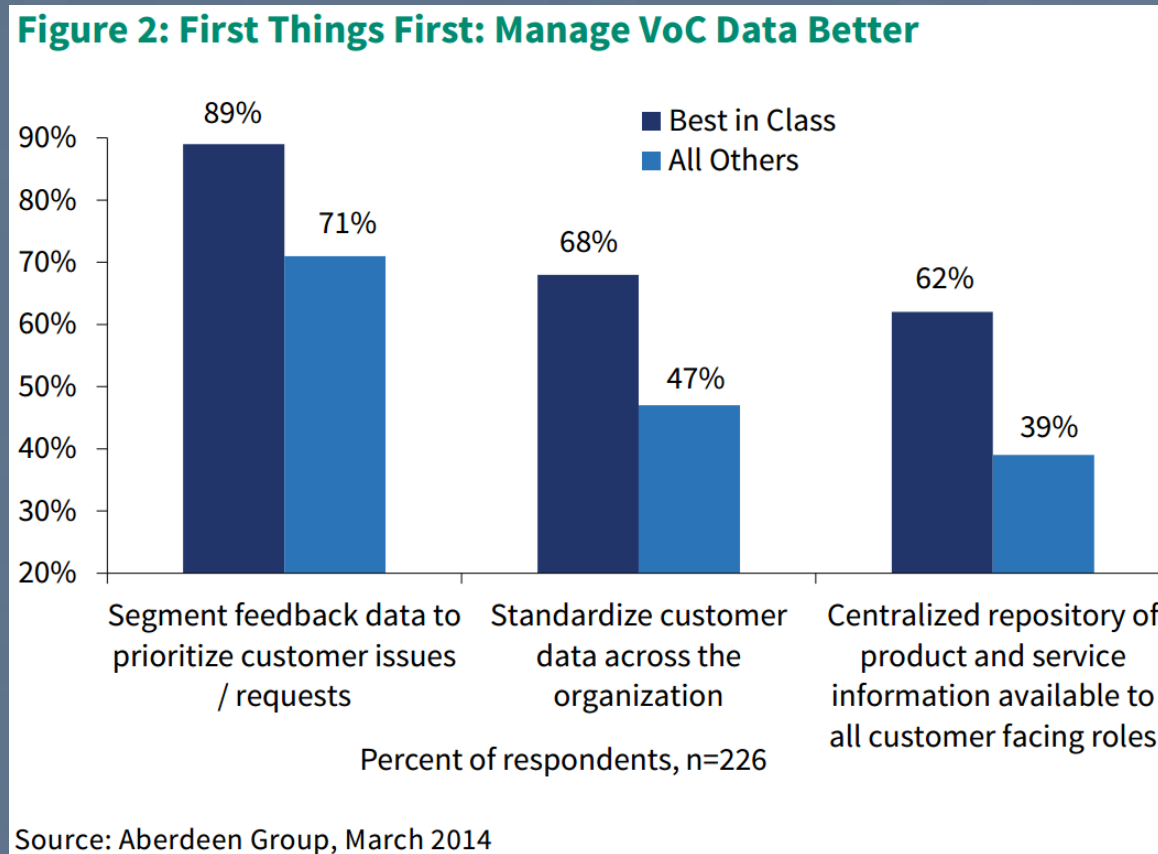
Voice of the Customer

- Benefits



Voice of the Customer

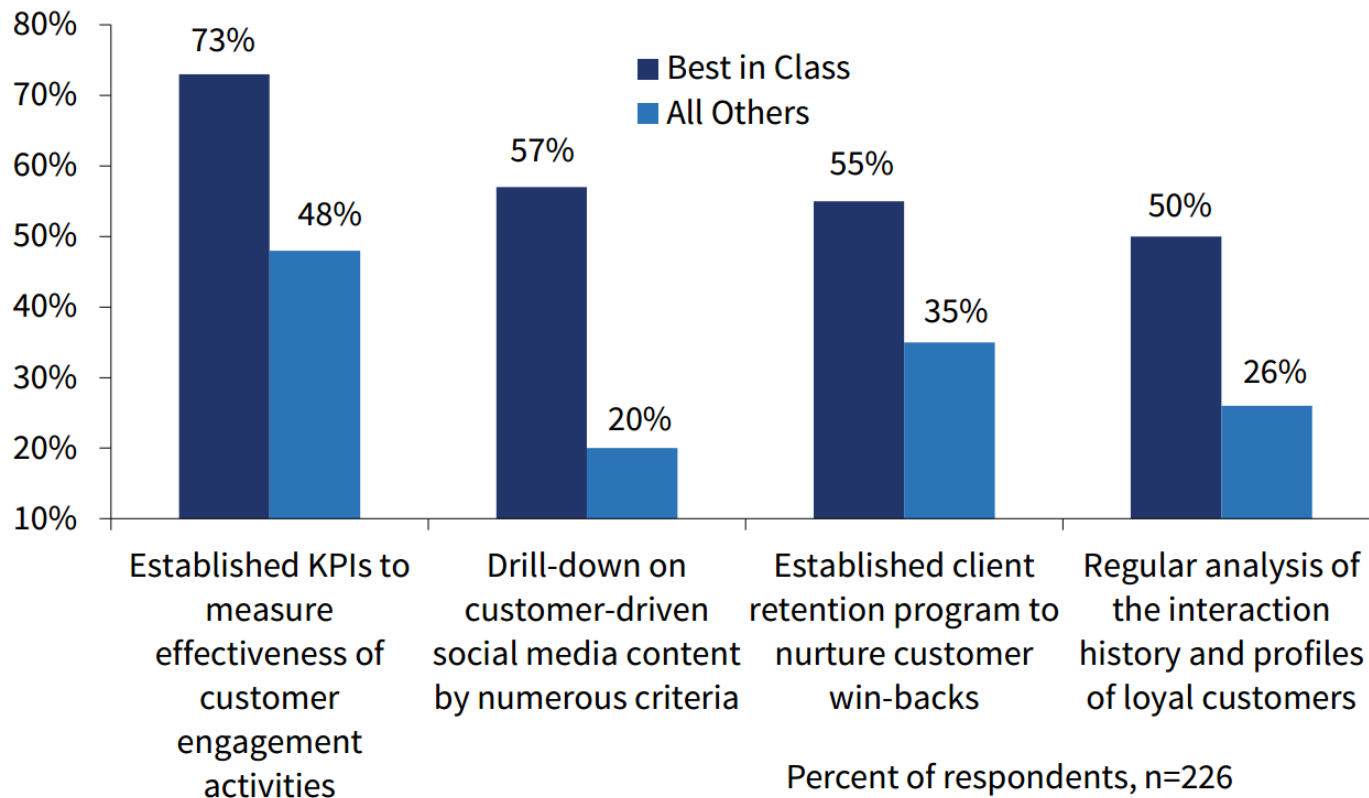
- **Data Management** > VoC Process Execution > Customer-centricity



Voice of the Customer

- Data Management > **VoC Process Execution** > Customer-centricity

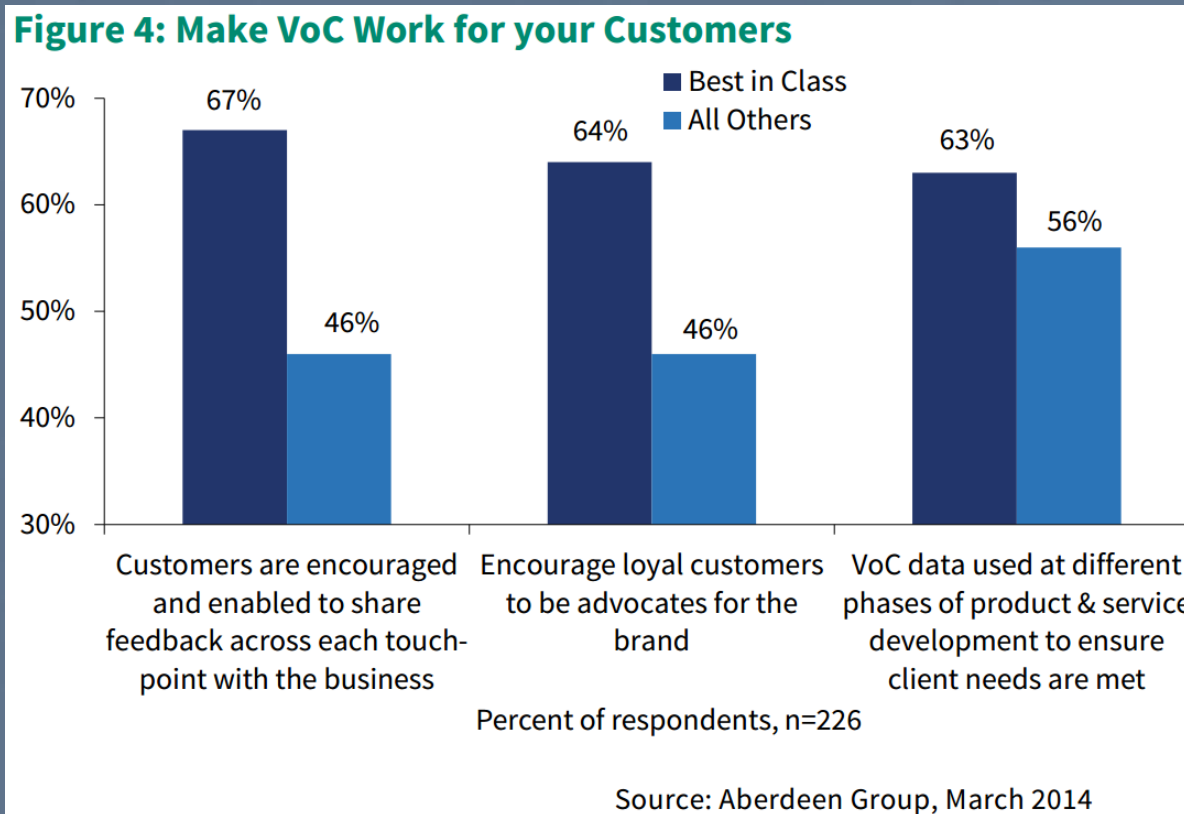
Figure 3: Go Beyond Collecting Data: Put it into Action



Source: Aberdeen Group, March 2014

Voice of the Customer

- Data Management > VoC Process Execution > **Customer-centricity**



Voice of the Customer

- Recommendations



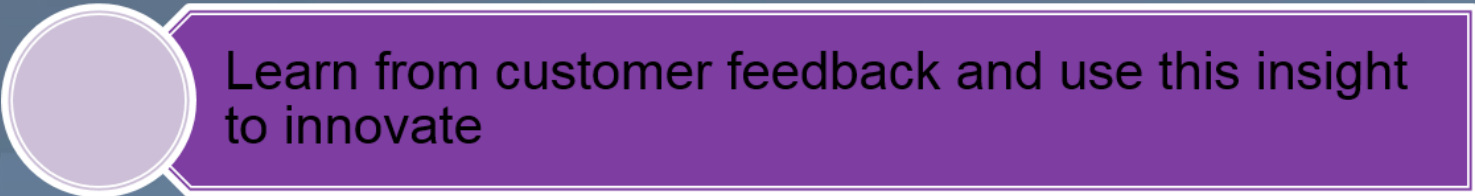
Encourage interaction with the customer



Make sure customer feedback data is standardized, whether structured or unstructured



Gain visibility into the customer as an individual, not just a dollar sign



Learn from customer feedback and use this insight to innovate

微信 WECHAT

微信 WeChat

● 微信·生活 2015.10

570,000,000

9月平均日登录用户

日活跃用户 DAU

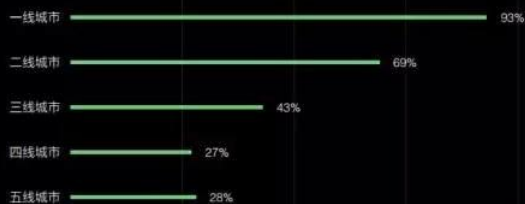
↑ 49%

去年

↑ 64%

今年

城市渗透率



60%

微信用户是年轻人（15至29岁）

微信 WeChat

● 好友·紅包

128
个微信好友

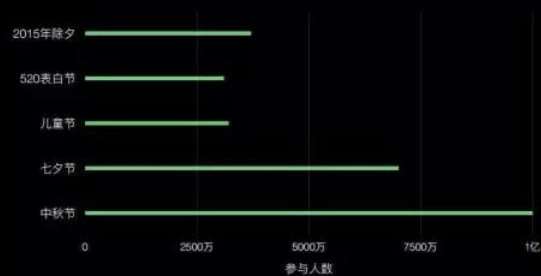
↑ 20%
大学毕业工作后好友增加

新的表达方式

4
个红包

6
个表情

发红包逐渐超越原来的意义



微信 WeChat

● 微信·購物

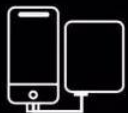
男性用户消费更高

1.3x
月均消费比

购物高峰

10:00 22:00

9月份最爱买



充电宝



秋衣秋裤



自拍杆

人人爱公益

捐赠1678亿步, 3357万元

微信 WeChat

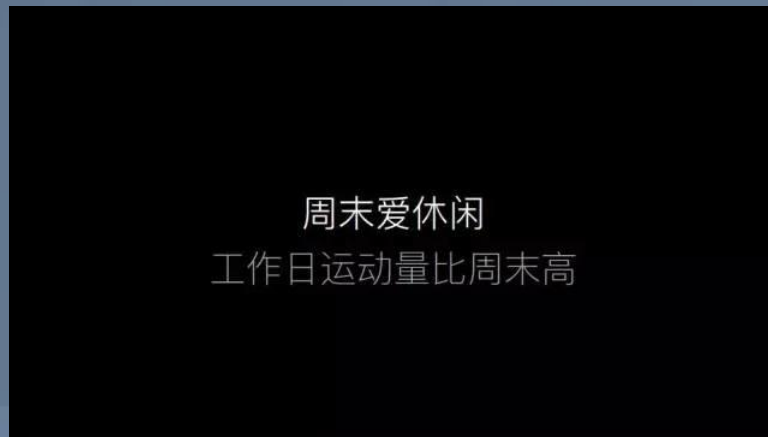
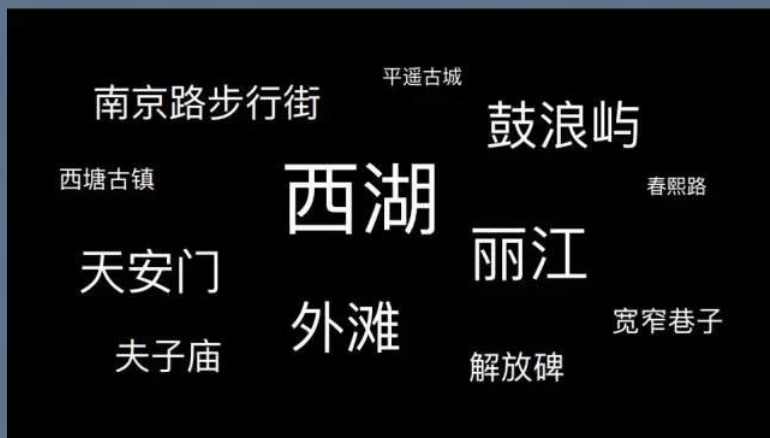
● 微信·一天

典型用户的一天



微信 WeChat

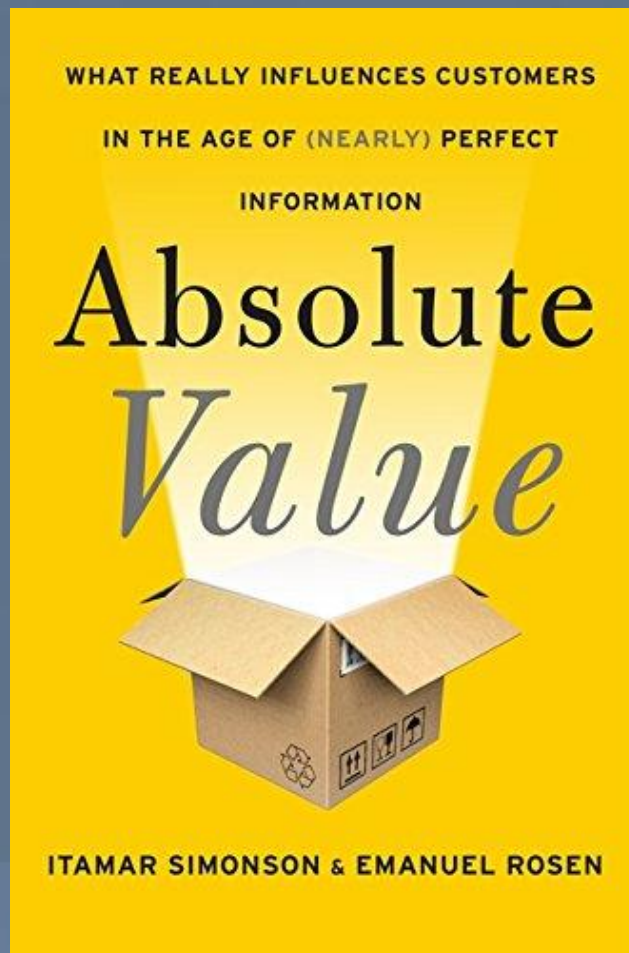
● 签到·运动



ABSOLUTE VALUE

Absolute Value

● Change in Customer Behavior



Absolute Value

- Change in Customer Behavior

WHAT REALLY INFLUENCES CUSTOMERS
IN THE AGE OF (NEARLY) PERFECT

Copyrighted Material

ADVANCE PRAISE FOR
Absolute Value

Absolute Value
=
Experienced *Quality* of a Product

ITAMAR SIMONSON & EMANUEL ROSEN

Arizona School of Business



Copyrighted Material

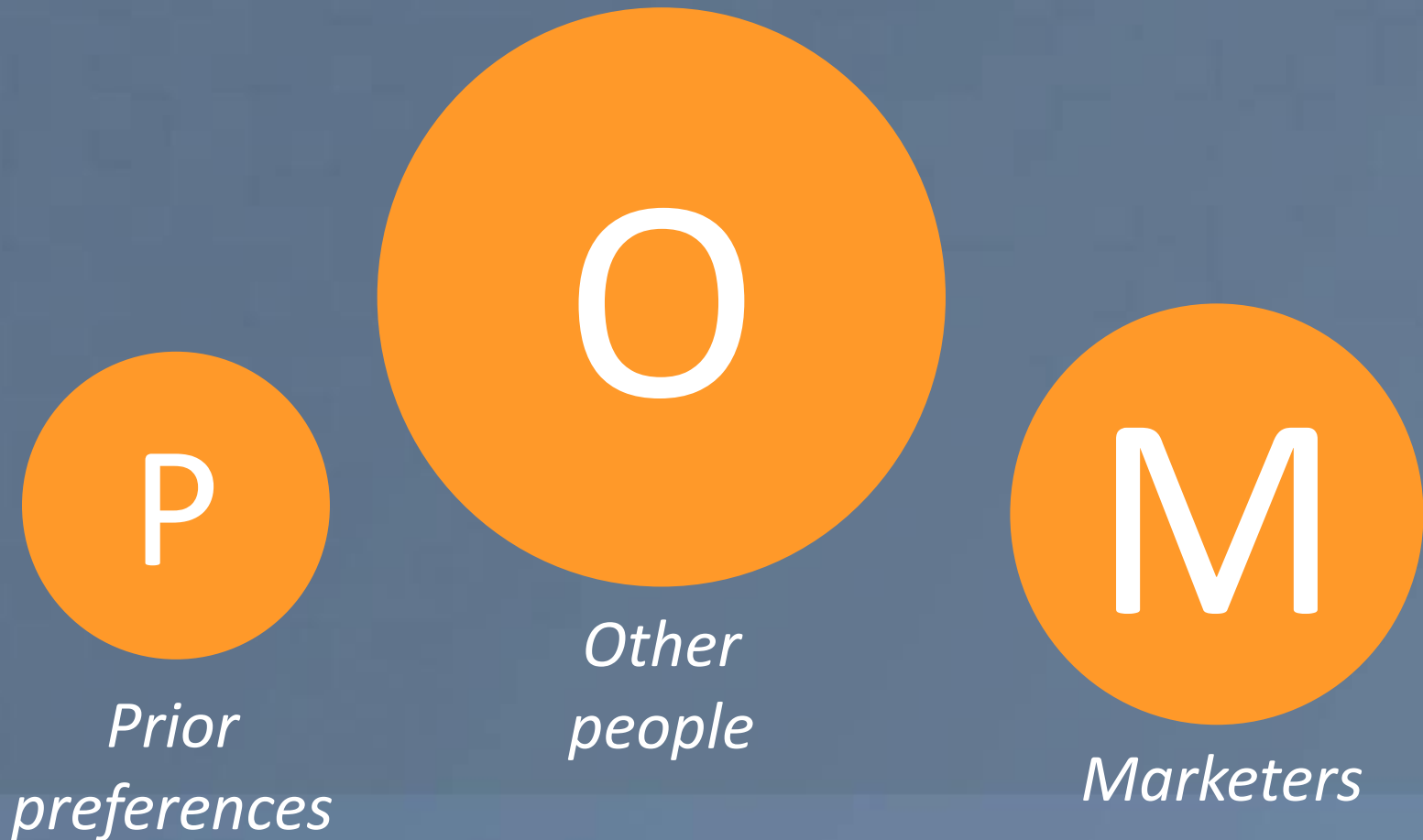
Absolute Value

- Influences on Customer's Decision (**Past**)



Absolute Value

- Influences on Customer's Decision (**Today**)



Absolute Value

- Example: price.com.hk

The screenshot shows the Price.com.hk website interface. At the top, there is a search bar with the text "所有資料" and "搜索 商品 / 服務 / 品牌 / 商戶". Below the search bar, there is a navigation menu with links like "歡迎來到Price", "立即登入", "免費註冊", "瀏覽紀錄", "項目比較", "最新情報", "二手買賣", "星級商戶", "商戶中心", "繁", "簡", "En (Beta)", and "網站導航".

The main content area displays search results for SSDs. The first product listed is "Solidata 128-120GB Limited Edition" with a price of "HK\$690". It has a user rating of 5 stars. The second product listed is "OCZ Vector SSD - 128GB" with a price of "HK\$690". It also has a user rating of 5 stars.

Two red circles highlight the "User rating system" (stars) and the "Search engine" (search bar).

- User rating system
- Search engine

Absolute Value

- Example: she.com

she.com - fashion

home beauty jewelry & watch hair living love stars messagebox health

觀賞求婚短片

熱門關鍵字: fashion news happenings style features 吸精秀 2015 秋冬潮流

不要和時裝精談戀愛的八個原因

latest news

11.11.15 features 不要和時裝精談戀愛的八個原因
看時裝周天橋、blogger街拍、時裝雜誌相片，有時候鐘錶是...

10.11.15 news LONGCHAMP X JEREMY SCOTT 時尚狂人聯手10周年慶典
「人生有幾多個十年？」鬼才Jeremy Scott與LONG...

09.11.15 news 名店開幕 貴氣嘉玲V.S.七彩冰冰
日前VALENTINO上海旗艦店開幕，劉嘉玲當然不行山跑到上...

07.11.15 features 【你當我是浮誇吧】專訪帽子狂人Piers Atkinson

06.11.15 awfashion 韓國IT Girl神級示範！Irene Kim的每日1 Look

04.11.15 awfashion H&M歷年聯乘系列回顧 你有份搶購嗎？

Content aggregator

Absolute Value

● Example: 大眾點評

大众点评 dianping.com 扬州

搜索商户名、地址、菜名、外卖等

美食 首页 团购 优惠 外卖 同城活动 社区

首页 > 美食 > 火锅 (677)

分类: 不限 自助餐 小吃快餐 淮扬菜 面包甜点 火锅 西餐 咖啡厅 更多

地点: 不限 热门南区 行政区

东关街 文昌阁 瘦西湖 京华城 三盛广场 四望亭 时代广场 珍园
汽车西站 国庆路 城东 仙鹤寺 虹桥坊 文汇西路 1912街区 扬子江路

有团购 可订座 可外卖 智能 | 好评 | 人气 | 口味 | 其他排序 | 人均

	海底捞(时代广场店) 分店 639 条点评 人均 ¥108 火锅 瘦西湖 扬子江北路101号航德广场3楼	口味 9.3 环境 9.3 服务 9.3
	滋奇火锅(时代广场店) 分店 675 条点评 人均 ¥63 火锅 四望亭 淮海路47号	口味 9.1
	鸿润轩特色川鲁火锅 303 条点评 人均 ¥71 火锅 时代广场 锦泰海宝3楼	口味 9.1

团购: 仅售41元, 价值50元代金券
订座: 本店支持在线订座

更多1单团购

【扬州】四季都能吃的火锅
翻滚吧! 扬州的鲜香回味的

Detailed real user comments

Absolute Value

- Example: openrice.com



24 x 7 x 365
Available

Absolute Value

- Example: dpreview.com

The image shows a screenshot of the dpreview.com website. The top navigation bar includes 'News', 'Reviews', 'Features', 'Buying Guide', 'Sample Images', 'Videos', 'Cameras', 'Lenses', 'Phones', 'Printers', 'Forums', and 'Galleries'. A red box highlights the 'Buying Guide' dropdown menu, which lists various camera categories and buying guides. Below the navigation bar, there are sections for 'Challenges', 'PIX 2015 VIDEOS', 'Photography talks', 'PIX 2015 Joe McNally: Chasing Light', and '2015 ROUNDUP INTERCHANGEABLE LENS CAMERAS \$500-\$800'. On the right side, there are social media links, 'LATEST REVIEWS' (including '2015 Roundup: Advanced Zoom Compacts' and 'Samsung NX500 Review'), and a '2015 ROUNDUP INTERCHANGEABLE LENS CAMERAS AROUND \$500' section.

Buying Guide

- Camera and lens buying guides
- Roundup: Best smartphone cameras
- Roundup: High-end pocketable compacts
- Roundup: Best waterproof cameras
- Roundup: Enthusiast compact cameras
- Roundup: Entry-level mirrorless cameras
- Roundup: Mid-range mirrorless cameras
- Roundup: Consumer DSLR cameras
- Roundup: Enthusiast DSLR cameras
- Roundup: Enthusiast mirrorless cameras
- Roundup: High-end full frames
- Best cameras for beginners
- Best cameras for social photography
- Best compact cameras for travel
- Best waterproof cameras
- Best interchangeable lens cameras for under \$1000
- Best compact cameras for enthusiasts
- Camera feature search
- Camera side-by-side compare
- Lens feature search
- Lens side-by-side compare
- Popular compact cameras
- Popular interchangeable lens cameras
- Popular lenses
- Browse all products by brands

Expert Opinions & Advices

Absolute Value

- Re-examination of Mantras
 - Branding
 - Loyalty
 - Consumer Irrationality
 - Positioning, Targeting, and Persuasion
 - Market Research

Absolute Value

- iPhone Not Desired by U.S. Consumers

In 2007, 10,000 people around the globe were asked about portable digital devices. It was part of a study conducted by the global media company Universal McCann. One of the hottest topics at the time was the first iPhone, which was announced but hadn't yet been released. Once researchers tallied the results, they reached an interesting conclusion: Products like the iPhone are desired by consumers in countries such as Mexico or India, but not in affluent countries. The study stated: "There is no real need for a convergent product in the US, Germany and Japan," places where, one researcher later theorized, users would not be motivated to replace their existing digital cameras, cellphones, and MP3 players with one device that did everything.

Absolute Value

- A Shift From Relative to Absolute
 - When consumers can **predict** the absolute value of products, relative quality proxies and the ability of marketers to control things lose
 - **Less** measurement of Prior Preferences (**P**), satisfaction, loyalty
 - **More** systematic tracking of Other People (**O**)

TECHNOLOGY ENABLER

Technology Enabler

- How to Listen?



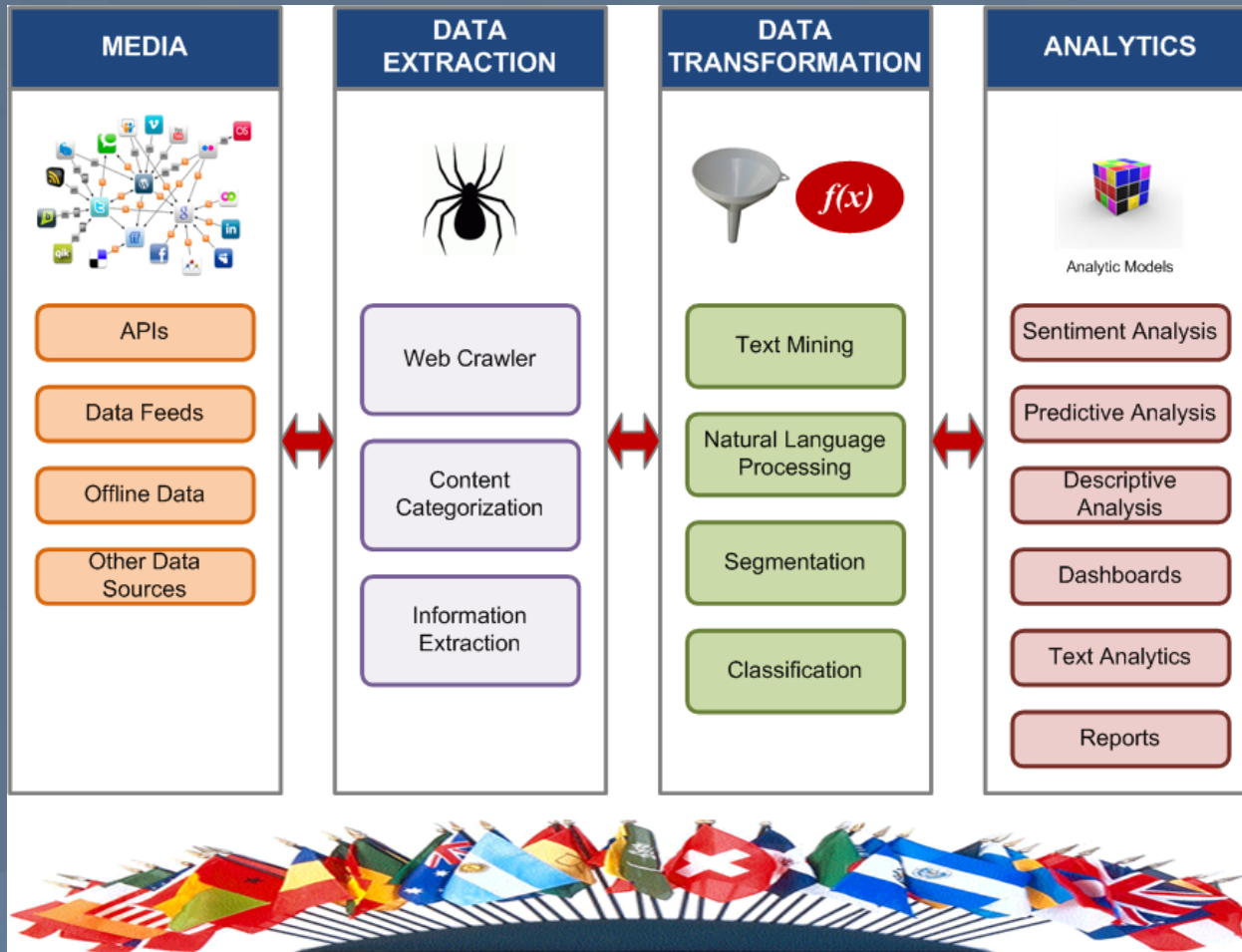
Technology Enabler

- Listening Process



Technology Enabler

● Social Media Analytics



Technology Enabler

- What Text Analytics can Help

Make social media efforts more effective

Let the data talk to you

Take an enterprise approach to evaluating customer feedback

Measure and track sentiment and its intensity over time or make early warning

Automate the analysis of listening efforts

Listen to what customers are talking behind your back

Technology Enabler

- Other Technologies

Old
technologies

Speech
analysis

Image
analysis

Video
analysis

RECAP & TAKEAWAYS

Recap & Takeaways

- Customers are empowered
- Keep every door open
- No news is not necessarily good news
- Sources of VoC data not necessarily from the customer
- Create a unified picture
- Social media offers a new world of valuable insights
- Technology is critical to VoC

Thank you!

URLs

● URLs

- [Social Media Usage in Hong Kong – 2015-May](#)
- [20 Essential Facebook Facts & Statistics for Advertisers – 2015-Oct](#)
- [The Top 20 Valuable Facebook Statistics - 2015-Oct](#)
- [Life-stage Selling](#)