

# "DO YOU TALK YOUR CUSTOMERS' TALK?"

TACS  
Customer First  
Reputation Management  
Voice of Customer

skills

Do you know what your customers think about your company? Have you got the skills to engage your employees to deliver better customer service? Do you talk the same language as your customers? The Customer First training focuses on the possibilities and business benefits of developing your Voice of Customer and reputation management. During the course, the participants will be introduced to relevant methodologies and get tools to start systematic VoC practices.

BY SIRTE PIHLAJA

The aim of the training is to gain an understanding on how to use VoC to holistically develop customer experiences and to drive your business. The training modules go through the end-to-end process: starting from data gathering, data analysis and reporting, and automated knowledge sharing to advanced subjects such as data-driven business and real-time marketing. The course focuses heavily on hands-on exercises, our appraised workbook and learning by doing.

The attendees work on a Voice of Customer programme for their own organisation throughout the course, and hear many war stories, from their peers in different industries. The goal is to build a model for the way of working, including the processes and organisation needed for continuous and systematic CX measurement to become part of the daily encounters in all customer touchpoints, both online and offline.

## VoC is important for Kesko's grocery trade

"For me, this training happened to take place at just the right time. Its theme is very current for our business, which made it all the more interesting. My expectations were very high, since I had seen a glimpse of the workbook already before attending", explains one of the participants of the Customer First training, Development Director Hanna Kortström, from Kesko's grocery trade. Her responsibilities at Kesko revolve around the customer. Right now, she runs several big projects related to customer experience development.

Kortström tells that she wanted to attend the course to get a comprehensive view of listening to customers. Meeting this goal made her very happy. She feels that she is now confident about the things that need to be done, so that she can keep proceeding with full speed ahead. Kortström took the time to truly concentrate on the exercises and homework. She says it was totally worth it, and encourages others to do the same.

"I have learned new ways of looking into what we are doing, and have appreciated getting new ideas that we haven't

even thought about. This training has been great in that I have already taken many learnings to my organisation – things that we can benefit from very quickly. These have been based both on new inspirations, and strengthening my own trust in the road we are on and the actions we are already taking. I have enjoyed the fact that I have been able to take these notions further also to other parts of our business. I think that it is important – and I will ensure – that the lessons learned here will not stay only with myself, but become shared knowledge around Kesko."

Voice of Customer involves, to a high degree, change management practices. The highlights of the training for Kortström were the introduction to reputation risks, understanding the difference between the customer journey versus the sales process of the organisation, and the different case presentations. According to her, the examples she heard from others make her all the more determined to elevate the customer viewpoint in Kesko. Some of the cases involved development opportunities that any company can identify and develop in their own customer interactions.

Kortström has a natural interest in understanding customers, and she has customers' needs on her heart due to her educational background. She warmly recommends the training to people who see things the same way. But she also believes that the course could be beneficial and provide surprising opportunities for awakening to people, who have never thought about what the business could gain from a customer-centered approach.

"This issue should be on every business developer's agenda. By definition, Voice of Customer is close to marketing people. However, I think that directors of research, quality and business development need this competence quite as much."

## Voice of Customer to help service development at Elenia electricity distribution company

Solution specialist Olli-Petteri Pietilä is responsible for online customer support and development projects for the digital self-services in Elenia's Customer Service. His reason for attending the training was to find concrete tools that would help him in his daily work.

Pietilä wants to make the voice of the customer heard in developing online services. "Our customers are expecting to get flexible customer service in different channels. We must get their problems fixed and get it right on the first time they contact us", he explains. "I believe this training to be valuable for anyone who works with customers. It is especially good for companies that are looking into growing by increasing their customer satisfaction."

"I have become very familiar with Voice of Customer during the training days. All the speakers have been extremely good, and I have learned something from each presenter. I must say I have been very satisfied with this training as a whole."

The course has provided Pietilä with a lot of new insights. He liked most the discussions and interaction with other participants through the hands-on exercises and cases. He managed to come up with brand new ideas during the training e.g. on how to use mobile devices as part of the customer feedback loop in a novel way in Elenia's business.

The business case calculations used to concretize the commercial benefits of Voice of Customer were a genuine eye-opener for Pietilä. "You begin to see the potential of VoC in a crystal clear way when you start adding up the euros. It makes you understand that it is not just a 'nice-to-have', but has true financial bearing on your business."

## Interested?

Read more at [www.asiakasensin.fi](http://www.asiakasensin.fi) and [www.shirute.fi](http://www.shirute.fi).



1. Elenia electricity distribution company's solution specialist **Olli-Petteri Pietilä** learned new methodologies and tools that he can utilise to develop the everyday customer work at his organisation.



2. Development Director **Hanna Kortström** from Kesko's grocery trade gained a holistic understanding of Voice of Customer.

3. VoC is not just a 'nice-to-have', but has true financial bearing on all companies' business. Are you ready to learn your customers' talk?

