



Customers Are Talking, but Are Brands Listening?

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"Voice of the Customer" Programs Help Brands Cut Through the Noise to Hear Customers

DENVER--(BUSINESS WIRE)--Apr. 16, 2013-- The chatter around the "Voice of the Customer" continues to get louder. Brands use social media listening tools, customer satisfaction surveys, and focus groups to capture customer thoughts, expectations, likes and dislikes. Unfortunately, much of this conversation gets lost in traditional company silos, making it a challenge for brands to really listen to customers, and then engage with them meaningfully at the time and place that makes the most sense.

The April edition of TeleTech's [CExpress newsletter](#) explains why companies should lend an ear to the voices that matter most and how Voice of the Customer (VoC) programs can drive superior customer experience.

TeleTech's April CExpress includes:

- The [Top 10 pieces of advice](#) from voice of the customer leaders, including Forrester Research
- Rankings on the best and worst companies according to how they meet customer needs, according to the [2013 Temkin Experience Ratings](#)
- A webinar on how to use ["Voice of the Customer"](#) to shift corporate culture
- An article on how to use your [customer experience goals to shape your VoC program](#)
- A [resource library](#) full of Net Promoter® methodologies to establish your own VoC programs
- An [infographic to make surveys more engaging](#) when capturing customers' thoughts

The CExpress newsletter is published 12 times a year and is designed to inspire customer experience excellence. Each issue contains the best customer-centric thought leadership and in-depth research articles. [Sign up](#) to have the publication delivered right to your inbox.

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