

Conducting a Voice of the Customer Assessment for a Global Manufacturer

A global leader in furniture design and manufacturing engaged Clarkston to conduct a Voice of the Customer (VOC) assessment to uncover the unmet needs of the client's customers and consumers to serve their next iteration of strategic planning.

The project included several in-depth interviews with the client's retail customers as well as a detailed survey for existing consumers and prospective consumers. Clarkston gathered hundreds of different data points across consumers, customer key contacts, and prospective customers.

The retail interviews provided insights into the current and future needs of the client's retail customers, while the consumer surveys showed insights into customers' motivations around purchasing specific products, their path to purchase, and how they valued different features and services. Based on customer and consumer feedback from multiple angles, Clarkston determined a set of actionable recommendations for each segment of the VOC assessment.

The VOC assessment concluded with insights and recommendations provided to the client with ways that customer relationships could be improved, market needs to fulfill both immediately and in the long-term future, and tactics to increase sales and market share.

Consumer Products Case Study

PROJECT OVERVIEW



INDUSTRY:



Consumer Products

PRODUCTS AND SERVICES:



Furniture

PRIMARY OBJECTIVES:

- Interview key stakeholders at existing retail accounts
- Create and launch a consumer survey for existing digital channels and Direct-To-Consumer (DTC) customers
- Create and launch a consumer and customer-centric survey for prospective buyers and shoppers
- Extract insights and themes along the set of interviews to highlight what is important to retailers, how the client meets their needs today, and how the company could further meet their needs in the future
- Extract insights and themes from the DTC survey results representing insights around path to purchase and needs
- Synthesize the output from the retail VOC and consumer VOC assessments back into the overall long-range planning initiative

RESOLUTION:

- Conducted retail interviews to better understand how the client is currently serving customers and how the company can better serve them in service and product
- Launched DTC surveys to discover consumers' motivation to purchase adjustable beds and their underlying needs states
- Synthesized key findings and themes to illustrate needed improvements and opportunity gaps
- Provided customer insights with actionable recommendations for the client to implement

KEY BENEFITS:

- Provided insight into customers' current and future needs
- Determined where the client should focus their time and energy to better serve their customers
- Revealed gaps where opportunity exists
- Provided insight into what could set the client apart from their competitors
- Supplied client with a list of recommendations, some of which could be immediately implemented while others would set the company up for a promising future
- Provided inspiration for client's innovative initiatives, both in product and processes

KPIs

120

More than 120 external stakeholders involved in the voice of the customer effort

45

45 actionable recommendations provided to retail division

18

18 actionable recommendations provided to DTC division

CONTACT US

