



Customer Voice Assessment

Discover your roadmap to greater customer centricity

What do “word of mouth” and “voice of the customer” mean for your business? Customer conversations, experiences, reviews, focus groups, Q&A forums, social media interactions, Net Promoter Scores – how do you determine which activities are right for your business, maximize their value, and measure your success?

Bazaarvoice’s Customer Voice Assessment reveals how to best incorporate the voice of the customer throughout your entire organization. Through workshops and interviews with your key stakeholders, we’ll advise specific, objective recommendations to power your strategic growth initiatives both online and off.

“Customer conversations are only a means to an end... The real power is in the action you take and the change that they can facilitate.”

Steve Fuller
Senior Vice President & CMO
L.L. Bean

Opportunity Ranking

Bazaarvoice will explore, vet, and prioritize your opportunities to incorporate the customer voice, based on your strategies and on our experiences with leading companies.

Tailored Customer-Centricity Roadmap

Get a personalized plan for capturing more value from your customers’ word of mouth, based on your unique business initiatives.

ROI Forecast

We’ll forecast your likely financial returns of integrating the voice of your customers, based on your actual data and supplemented with benchmark metrics.

Program Management Plan

We’ll recommend a program management plan that’s right for your business to maintain momentum and support future success.



5 steps to a more customer-centric business

Our consultative approach offers best practices drawn from our experiences with hundreds of the world's leading brands and our benchmarking data. Plus, Bazaarvoice does all the heavy lifting – each stakeholder's commitment is about two to four total hours over four weeks.

The Customer Voice Assessment includes five steps.

- 1 Client identifies an executive sponsor.
- 2 Teams execute a mutual NDA.
- 3 Executive sponsor participates in an initial call to lay out business strategies and priorities.
- 4 Key client stakeholders participate in the kickoff workshop and follow-up discussions.
- 5 Bazaarvoice presents an Executive Readout with recommendations for best incorporating the customer voice for your business.

"A brand is no longer what we tell consumers it is – it is what consumers tell each other it is."

Scott D. Cook
Founder, Intuit
Board of Directors, P&G

To get started with your Customer Voice Assessment, contact CVA@bazaarvoice.com.

"Take advantage of the Bazaarvoice teams. They have knowledge that is phenomenal. Most of the things that we do come from them. **They give us the ideas. They give us the inspiration.** They have the insight into every one of their customers, and they share that information so that we can all continue to improve this process."

Jim Deitzel
Senior eMarketing Manager
Newell Rubbermaid