What Is Voice of the Customer (VoC)?

Voice of the customer (VoC) is the gathering and analysis of customer data about a brand or its products and services in order to improve the company's processes, their products and services, and overall customer satisfaction.
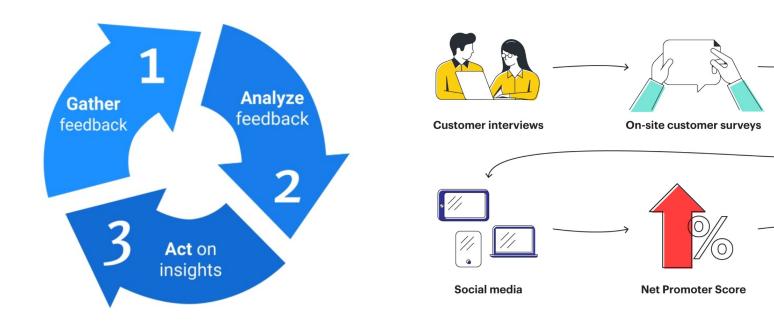
When digging into VoC, it's important to remember that even negative customer feedback is helpful. In fact, negative VoC feedback is often the most helpful because it can bring to light certain customer pain points that, once fixed, can greatly improve the customer experience (CX), product experience (PX), and inform product development.

Voice of Customer Process

1 Gather feedback
2 Analyze feedback
3 Act on insights

6 ways to collect Voice of the Customer data

Customer interviews

On-site customer surveys

Live chat

Social media

Net Promoter Score

Feedback forms