

The Voice Of The Customer And Their View Of Quality Care

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Introduction:

The voice of the customer (VoC) can be defined as a process for gathering and fetching customers' needs with respect to specific products or services. All the suggestions, needs, and requirements of the customer cloud are organized into a hierarchical structure to make strategies in accordance with all those proposals. In addition, these strategies are implemented on a priority basis to achieve customer satisfaction in terms of value addition. The process involves both qualitative and quantitative research tools and methodologies. In other words, there can be four dimensions of the Voice of Customer, i.e., demands by the customer community, structural organization, prioritizing the needs, and finally, implantation of policies and strategies for customer satisfaction (Freeman & Radziwill, 2018).

Moreover, these steps are generally taken at the start of any firm's process, service, or product. In further proceeding, VOC proves to be a decisive factor and input in formulating and preparing new products according to customers' expectations, needs of the time, or market trends. This process has given developers marvellous output in terms of speedy growth and development of their respective firms.

Moreover, a successful VOC is a very significant and decisive role player in a firm's development. Various hotels have used the organization-based self-esteem system to capture feedback and increase customer clouds. This system has achieved multiple purposes, such as strengthening the employees' service, changing the mindset of employees, improving services, and adding value. These goals have been achieved based on customers' suggestions. This system proved to create a dual-dimensional effect concerning customer satisfaction and enhanced the efficiency of the staffing of respective restaurants. In this context, the individual managerial staff has an opportunity to supervise the subordinates in a better way and also focus on customer satisfaction to attain a high reputation for their hotel. Such effects can streamline the gesture of high competition in the food industry (Huang & Kwok, 2021).

In addition, VOC can be proved a game-changer in business worldwide due to its magnificent and massive applications. Along with customers' feedback and experiences, it can shape any company's strategic decision-making and improve the relationship between the firm and customers. The process is trust-gaining tools from the customers; in return, the company, organization, or firm can grow by leaps and bounds. In this context, research analysis tools have helped and guided many organizations to utilize VoC data pool and make timely decisions to impose and generate positive impacts.

Ultimately, respective organizations have sprouted their businesses, and a new world emerged. It is not wrong to say that VoC has played a fundamental role in shaping and formulating the present-day technological age compared to past times. This process has left indelible imprints in human history in a brief period of time.

Furthermore, the voice of the customer (VoC) is not an ancient or outdated concept in the field of business, industry, or administration. A historical perspective states that it was as early as the 1990s when this term was used for the first time. The concept of VOC originated with Graffin and Houser when they provided its definition in their research paper in 1993 (Griffin & Hauser, 1993). After the concept and definition, a long pause of a decade is observed in terms of any further development regarding this concept. However, Gerald M. Katz (2001) stated that product development could be improved by using the VoC concept in any market research for the first time. In 2001, VOC was the first time it was not bound to any specific market, but its applications were expanded to all industries and firms concerning paying heed to customers' feedback. However, in 2005, it was further clarified that improving VoC and successful customer feedback is critical, according to most executive bodies.

However, in modern times, a successful VOC is essential for the growth and progress of any firm. In other words, understanding, interpreting, and implementing the needs and requirements of customers is mandatory for any organization and firm to achieve set goals. In addition, with speedy developments in the world of the internet and information technologies, the concept is vigorously practised. In this concern, various social media platforms are helpful in analyzing and developing strategies regarding customers' needs. It is like a guarantee of a successful product along with a high-value addition over time.

Review Of Literature:

Alowad et al. (2020) concluded that problems and issues in the emergency department (ED) could be resolved by specific tools integrated with VoC. In this context, the major concerns deal with service quality and the satisfaction of patients in the emergency department. Various demonstrated issues include lacking beds, limited emergency staff, communication gaps between patients and staff, and delays in services. In this context, a successful VOC program is pretty helpful to address such issues based on customers' prioritized needs and demands. VoC perspective, along with VOP, may enhance patient flow, improve patients' satisfaction, amplify emergency capacity, increase infrastructure and nourished health facilities, etc. Based on successful VOC, a future plan must be proposed to activate and streamline the emergency department and lessen the waiting time for patients to acquire health facilities.

Moreover, traditional VOC approaches can be transformed into digital data tools in a massive capacity. Such tools and aligned methods can provide sufficient and more efficient customer data. A most appropriate and typical example is smartphone usage in this regard, with a lot of advantages that were even hard to imagine in the past. In addition, the research application used for this purpose

is termed “mobile market research applications (MMRAs)”. It is worth understanding that MMRAs can provide access to data customers at the initial stages and also eradicate ambiguities due to modern innovation. Similarly, it can transform the organizational setups and old mindset to new horizons of modern technology. The only need for this tool is to accommodate the new methods by the respective teams of organizations. These teams are supposed to restructure themselves according to the need for technology and intend to reorganize the ongoing projects on the lines devised by this application (Green et al., 2020).

Singh et al. (2021) reported that various surface interfaces could provide multiple ways to interact with customers and firms in modern times. It is a machine age that has evolved and is embedded with automation innovations, robotics progress, and artificial intelligence, which are expanding daily. The framework regarding firm capacities can be operated based on one voice to deliver diverse customer clouds. In this connection, the customer data pool and their feedback must be integrated to deliver a trustworthy and excellent interface. The world is facing coherent and harmonious streams of customer engagement in industries. Hence, the success of VoC also relies upon the same principle. In addition, such a framework can deliver better results by proposing three themes. These themes may include the interrelationship of interaction space, various devices, interactions, and various interfaces. Secondly, multiple capabilities must exist to generate artificial intelligence tools to engage more customers. Lastly, the one voice strategy is to meet the critical need so that more customers can be engaged in this aspect.

Mousavi et al. (2020) stated that social media usage has become crucial in modern times as most customers search and ask for help from multiple firms by using social media platforms. So, all the firms that need successful VOCs must be adorned with a suitable strategy to satisfy their customer cloud on social media. In this context, the most dynamic platform is Twitter. Through research on these platforms, various factors can be identified for effective customer care. For this purpose, a diffusion process is introduced that helps firm teams respond to customers on Twitter. The primary domain addressed under this process is the sentiments of the customer community that help the strategists formulate respective policies and make timely decisions. In other words, time has led firms to adopt digital customer care under the umbrella of the telecom sector. Such innovative adoptions can help firms estimate and analyze multiple parameters to address various insights of customers engaged with the industry.

Significant Barriers:

Multiple cognitive and expressive barriers exist in solving the said problem. These barriers and blocks impose a collective impact in this regard to impede the voice of customers (VoC). Various organizations use chunk words like customer experience and engagement without solid effort. In this context, one of the fundamental barriers is the failure of the respective organization to define its customer. Most companies fail to devise a culture to understand and interpret their customer strata based on feedback. Such invaluable insight has become the biggest challenge to look at on priority.

Similarly, another barrier is a lack of decision power in terms of the right decision at the right time. For example, in the context of the healthcare industry, the respective authorities do not provide opportunities for customers and stakeholders to be a part of decision-making. In other words, the enterprise's obstacle with VoC reaches the point that "customers' voice is not heard properly".

Another roadblock to successful VoC is biased surveys. The organizational commitment may rust with political influence either from the inner sphere of the organization or from the national political sphere. This is because survey design and its conduction method play decisive roles in successful VoC. For example, the influence of social media in recent times tends to change the opinion and voice of the customer. The political narrative and impacts in this regard alter the original and true nature of customers' voices over certain aspects.

Meanwhile, the economic lack to improve VOC is an enriched hurdle and a blasting barrier to overcoming the problem. The allocation of budget in this context is not up to mark according to the needs of this specific issue. Organizational setups try their best to increase profit, and to fulfill this purpose, a particular cut may be imposed on the funds being used for successful VoC.

In addition, the language barrier on the part of customers is the pivotal player in amplifying this problem. Communication problems impede customers' engagement with the platform, provided and required services, and adopted platforms. Similarly, various other hurdles like tools, processes, substandard technological applications, inefficient virtual implications, and distorted two-way conversation matter a lot in this regard.

Recommendations:

The core foundations of successful VoC need a strategic and multidimensional program with certain suggestions to overcome various barriers. The foremost recommendation in this aspect lies with the voice of customer research. Organizations and industries like health care collect customers' data in multiple ways. Such a data pool proves to be an asset for the respective company or organization in terms of future improvement and production matters. So, to secure and devise long-term planning, it is necessary to collect accurate and research-based data on the customers.

Further, all the surveys and survey tools must be transparent, unbiased, and logical in accordance with the purpose statement of the company. In addition, the internal political sphere or external interference in this aspect must be rejected with iron hands. Executive bodies in this connection must devise durable and trustworthy ways to accomplish research and surveys without any intervention and pressure.

Moreover, modern time is the world of social media. Huge attention must be paid to such platforms while considering specific facts. These facts demonstrate that such platforms provide informal, distorted, and, more often, one-way information. So, social media strategies must be adopted to rectify all these issues. Similarly, economic barriers must be removed on a priority basis, especially

while collecting data pool, analyzing the data as well as implementing the policies based on this data.

Additionally, technological barriers must be removed in this regard. The executive bodies must make timely decisions and formulate strategies according to customers' demands. For this purpose, two-way communications between customers and organizational representatives are highly recommended.

Conclusion:

Hence last but not least, it can be inferred from the above discussion that the voice of the customer (VoC) is a process for grabbing customers' needs and demands in terms of multiple products or services. This process has revolutionized the world in modern lines to ease, facilitate and satisfy the customers' strata worldwide. Though it is not a pretty old concept, modern-day development owes its existence to the voice of the customer. Various researchers have burnt the midnight oil to estimate its importance and suggested ways to make it a successful program. However, specific barriers like misunderstanding customers, political interference, economic shortages, and misuse of modern technological tools impede its development and application. In this context, various measures should be taken on priority. For example, timely decision-making by the respective authorities, political non-interruption, funds availability, and fruitful usage of social media platforms are highly recommended. The need of the hour is to promote and implement timely strategies in this aspect.

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