



GROUP

Insights Revealed



# Can You Afford to Invest in a VOC Program? The Bigger Question...Can You Afford Not To?

While some programs may be viewed as a cost, Voice of the Customer (VOC) is an investment in your customers' future business. That's business you may miss out on if you're not keeping tabs on your service delivery today. In fact, our research shows an effective VOC program can pay for itself...and then some.

We conducted a longitudinal research study to show how listening to customers and managing this feedback can deliver financial results. The study uses Our Net Advocacy Rating model (NAR®), the basis of our VOC program. This model segments the customer base into four categories: Advocates (extremely loyal and willing to tell others about the organization), Loyal (very satisfied and will continue to use the organization but won't necessarily tell others about it), At Risk (dissatisfied and considering looking for a new company) and Critical (most likely to leave and least likely to recommend).

**Research shows a VOC program can provide real financial returns by moving customers up the Advocacy scale:**



## 10-30%

additional annual revenue generated by Advocates compared to non-Advocates

## \$ 100-219

average annual household revenue increase when customers move up the advocacy scale



MSR Group clients who use the APECS® customer satisfaction measurement program have not only seen an improvement in their customer satisfaction scores, but have also been able to justify their return on investment by showing a direct correlation to the bottom line. The example on the right shows how APECS® can generate **over \$430,000 in revenue** for a bank with 100 branches. This example uses conservative estimates to demonstrate the value of moving customers up the advocacy scale. If customer referrals were included, this would drive ROI up even further.

Interested in quantifying this research for yourself? Go to our free, interactive ROI simulator, [www.msrgroup.us/roi](http://www.msrgroup.us/roi) and run the scenarios with your bank's own numbers. Or, ask for more information about how APECS® can increase your customers' advocacy and your annual revenue. Contact us today, info@themsgroup.com, or 8003737.0755

### Here's how APECS® pays off for a bank with 100 branches

Households 140,000

#### REVENUE RETAINED

Attrition rate lowered from 10% to 9% for Critical and At-Risk households, representing 210 households saved per branch

Annual revenue per household \$ 1,000  
Total annual revenue retained \$210,000

#### REVENUE GAINED

5% of households moved up one or more Advocacy levels

Annual revenue increase per HH \$ 100  
Total annual revenue gained \$222,950

Total Revenue Gained/Retained: **\$432,950**

