

SAMPLE WORK PRODUCT

Voice of Customer Program

Annual VoC Study - Executive Readout

A Fortune 500 Technology Company | Anonymized Sample

About this document

This is an anonymized sample of a Voice of Customer executive readout developed for a Fortune 500 technology company. Company names, specific scores, and proprietary data have been generalized. The structure, methodology, and analytical framework reflect the actual work delivered.

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01 Executive Summary

Program highlights and areas of focus

Wins

- Significant year-over-year NPS growth across both directly managed and distributor-managed accounts
- Overall experience score increased by +7 points year-over-year
- 5 new customer touchpoints added with additional insights collected
- Continued loop-closing with customers who provided feedback
- NPS growth concentrated in Executive and Purchasing/Supply Chain functions

Priorities

- Lagging competitors in website and eCommerce experience
- Conduct independent industry and competitive benchmark research
- Evolve continuous experience measurement system beyond annual study
- Prioritize and create enterprise action workstreams with cross-functional owner network
- Conduct revenue analysis using NPS feedback data

+13 pts

NPS Growth
Year-over-year increase

+7 pts

Overall Experience
Year-over-year improvement

more than

5,000

Survey Responses
With more than 15,000 verbatim comments

02 Study Overview & Methodology

Scale, scope, and demographic coverage

The annual VoC study was designed to capture structured and unstructured feedback across the full customer base, spanning multiple geographies, account types, industries, and customer personas. The study was fielded across direct and channel-managed accounts.

Study dimensions

- more than 5,000 total survey responses
- more than 15,000 open-ended verbatim comments analyzed
- Multiple geographies: Americas, EMEA, Japan, China, Asia Pacific
- Account types: directly managed and distributor-managed
- 6 distinct customer personas identified and mapped
- Coverage across all major industries served

Touchpoints measured

- Website and digital experience
- Product and solutions portfolio
- Collateral and technical documentation
- Order placement and fulfillment
- Sales team and FAE engagement
- Technical support and community forums
- Distribution and channel support
- Samples and evaluation board experience

Customer personas

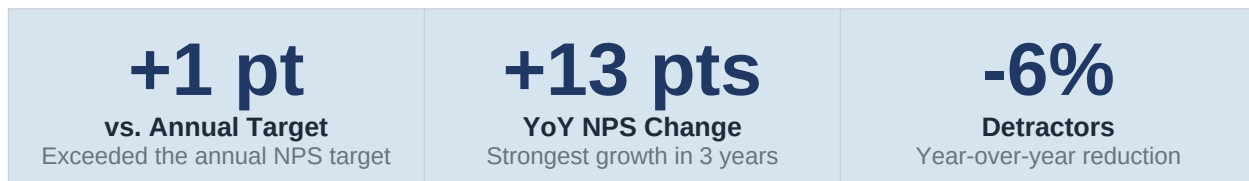
Six distinct customer personas were identified, each with different needs, behaviors, and experience priorities:

Persona	Typical Role	Key Characteristics
Persona 1	C-suite, VP Engineering	Highly risk averse; set technology strategy; prefer buying solutions directly from manufacturer
Persona 2	Engineering Manager, HW Design Engineer	20+ years experience; major influence in early-stage design; seek best performance even at cost of budget
Persona 3	HW/SW/Systems Engineer	Strong need for all collateral online; prefer exclusive distributor purchasing; prefer chips only, no software
Persona 4	System Architect, Engineering Manager	Active on forums and trade shows; need case studies; value ecosystem transparency and EOL visibility
Persona 5	Early-career engineer	Low purchase influence; prefer training via social media and forums; prefer chips with app-level software
Persona 6	Procurement, Product/Project Manager	Often non-technical; focus on BOM sourcing; key drivers are price and past vendor relationship

03 NPS Results

Overall performance and year-over-year trends

The company achieved a year-over-year NPS increase of +13 points, exceeding the annual target by 1 point. NPS growth was observed across both directly managed and channel-managed accounts. The company continues to outperform competitors on a relative basis, though the competitive gap is narrowing.



Regional performance highlights

- Japan: +20 points YoY - strongest regional performance
- EMEA: +16 points YoY - significant improvement in both direct and channel accounts
- China and Americas: moderate YoY NPS growth
- Asia Pacific: minor NPS growth - requires continued attention

NPS by job function

- Executives: significant YoY NPS improvement - highest priority persona
- Purchasing / Supply Chain: significant YoY NPS improvement
- Engineering functions: moderate improvement across hardware, software, and systems roles

Key NPS driver themes - what drives recommendation

Promoter drivers

- Product quality, breadth of portfolio, technology and innovation
- Brand reputation and past positive experience
- Strong technical support and application support
- Quality and breadth of technical documentation

Detractor drivers

- Pricing - quotes, flexibility, and competitive positioning
- Parts unavailability and sample/eval kit access
- Technical support responsiveness and knowledge depth
- Lead time volatility and supply chain visibility

04 Open-Ended Comment Analysis

What customers said - more than 15,000 verbatim comments analyzed

Open-ended comments were analyzed across two core questions: what drives recommendation, and what the company should prioritize. A third question surfaced strategic priorities directly from customers to company leadership. Comment themes were clustered, ranked by volume, and connected to business impact.

Question 1: What makes you most likely to recommend us?

Theme	Representative feedback
Product & Innovation	Product quality, breadth of portfolio, technology leadership, and innovation pipeline
Brand & Relationships	Strong brand reputation, trusted relationships with staff, and consistent past experiences
Technical Support	Excellent application support, design assistance, and technical collateral quality
Documentation Quality	High-quality datasheets, reference designs, and reliable technical data

Question 2: What should we do differently to improve recommendation likelihood?

- Pricing flexibility and competitive positioning on quotes and low-cost options
- Parts availability - samples, eval kits, and inventory transparency
- Technical support - responsiveness, knowledge depth, and online access
- Lead time communication and supply chain predictability

Question 3: If you spoke directly with our CEO, what would you prioritize?

- Supply chain optimization, improved lead time, and product availability
- Business strategy - understand customer needs, support smaller companies, deepen partnerships
- Product and innovation - application development, new technologies, quality and reliability
- Support - technical support quality, customer service, and speed of resolution

05 Proposed Enterprise Focus Areas

12 touchpoints, more than 15,000 comments, prioritized into actionable workstreams

Improvement opportunities were identified across all 12 measured touchpoints. The following focus areas represent the highest-priority themes based on comment volume, customer impact, and business relevance. Each was proposed for assignment to a assigned workstream owner network for execution.

Website & Digital Experience

- Improve product information findability and search quality
- Fix broken links and navigation issues
- Improve parametric search and comparison tools
- Modernize mobile experience
- Improve online purchase experience and eCommerce

Distribution & Channel

- Improve distributor technical expertise and support quality
- Increase inventory and lead time transparency
- Improve pricing consistency and reduce surcharges
- Better support for smaller-quantity orders

Samples & Evaluation Boards

- Improve stock availability and allocation transparency
- Simplify online ordering and account creation
- Reduce minimum order quantities and expand access
- Improve shipping and tracking visibility

Order Placement & Fulfillment

- Improve response time and order status visibility
- Provide accurate lead time and delivery information
- Enable back-ordering and alternative payment methods
- Reduce order fulfillment friction

Technical Support

- Improve response time and reduce friction to reach support
- Add direct contact options: phone, online chat
- Deepen knowledge base and integrate with documentation
- Improve localized support coverage

F&E & Sales Engagement

- Improve F&E product knowledge and engagement depth
- Increase responsiveness especially for smaller accounts
- Improve sync between F&E and sales commitments
- Create clearer escalation path to factory experts

Collateral & Documentation

- Improve content quality and remove outdated material
- Expand coverage of newer and acquired product lines

Product & Portfolio

- Improve software integration with hardware products
- Better support for mature and acquired

- Add more examples, reference designs, and training content
- Improve translation and regional accessibility

- product lines
- Clearer EOL communication and transition planning
- Expand product lines in underserved application areas

06 Touchpoint Deep Dive - Technical Support

Pain points ranked by frequency and customer impact

Technical support received more than 1,000 structured responses and hundreds of open-ended improvement suggestions. Pain points were extracted from verbatim comments, clustered by theme, and ranked by volume. The top three issues (shaded) represent the highest-priority remediation targets.

#	Pain Point	Customer Verbatim Themes
1	Response Time	Slow response; wasted time due to NDAs; difficulty reaching support; no visibility on whether someone is helping
2	Support Capabilities	Need better knowledge base; fix documentation errors quickly; more examples; integrate forum knowledge into datasheets
3	Direct Access to Support	Save time through direct phone/online meetings; provide phone number on website; need specific support contact
4	Lack of Information	Errors in documentation; knowledge base insufficient; need more reliability data available online
5	Inventory Expectations	Better availability forecasts; stop obsoleting product groups; secure inventory with distribution
6	Support for Design	More knowledge to solve design problems; help locate design files; quicker access to product design team
7	Order Visibility	More accurate delivery time presentation; more communication on dates; orders still showing long-future dates
8	Support Professionalism	Some engineers perceived as arrogant; customer had to identify issue themselves; listen more carefully
9	Localization	Inadequate localized support via agencies; tickets closed without responses; only get help at trade shows
10	Product Alternatives	Assist in finding alternatives; suggest pin-to-pin alternatives for parts with supply problems

07 Proposed Next Steps

Translating insight into organizational action

The VoC study is a starting point, not an end point. The following actions were proposed to close the loop on findings, build a continuous improvement operating rhythm, and ensure insights drive measurable business outcomes.

Immediate (0-60 days)

- Close the loop with all customers who provided feedback, beginning with detractors
- Brief cross-functional owner network on top priority improvement areas by touchpoint
- Assign owners and timelines to top 5 enterprise focus areas
- Begin competitive benchmark research to close the relative NPS data gap

Near-term (60-120 days)

- Establish monthly workstream owner review cadence for active improvement workstreams
- Conduct revenue analysis to quantify business impact of NPS feedback
- Launch continuous feedback mechanisms at 2-3 highest-friction touchpoints
- Report progress to executive leadership with before/after metrics

Ongoing

- Evolve annual study to support continuous measurement across the year
- Add NPS and experience data to executive business reviews as standing agenda item
- Expand touchpoint coverage to capture gaps identified in this cycle
- Build closed-loop reporting that tracks action taken, outcome delivered, and NPS impact

Program evolution

- Explore predictive NPS modeling using operational signals
- Integrate CX data with sales and support workflows for real-time action
- Develop customer persona-specific insight streams for product and marketing alignment
- Build executive escalation intake process for high-value account signals

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