

# Decoding the Customer: Navigating the Voice of the Customer (VoC) Landscape to Truly Understand Your Customers

March 2024: Complimentary Abstract / Table of Contents



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For more information on this and other research published by Everest Group, please contact us:

**Nitish Mittal**, Partner

**Nisha Krishan**, Practice Director

**Prachi Rohira**, Senior Analyst

**Mayank Choudhuri**, Senior Analyst

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## Background of the research

- The Customer Experience (CX) landscape is evolving at an extremely rapid pace with significant changes taking place in customer behavior and expectations
- Consumer expectations are at an all-time high, with consumers unlikely to return if they encounter a subpar experience. This makes it extremely important for businesses to anticipate customer needs and adapt their offerings to deliver on those needs
- Consequently, there is a growing interest in Voice of the Customer (VoC) platforms that provide solutions for enterprises to collect, analyze, and visualize customer feedback across various touchpoints. These platforms enable businesses to pinpoint pain points effectively and deliver enhanced experiences to their customers
- VoC enables businesses to meet customers where they are and does not only rely solely on direct feedback received via surveys. This helps in real-time identification of focus areas and in turn, improves customer loyalty and reduces churn
- In this research, we have taken the opportunity to present the evolving landscape of VoC platforms and the challenges they aim to solve. We also talk about the current trends and what the future holds for VoC platforms as customer journeys become increasingly complex and data-driven
- Since VoC platforms are becoming core to the overall CX landscape, we have also featured select providers in the VoC space, showcasing their differentiated capabilities

### Scope of this report



**Geography**  
Global

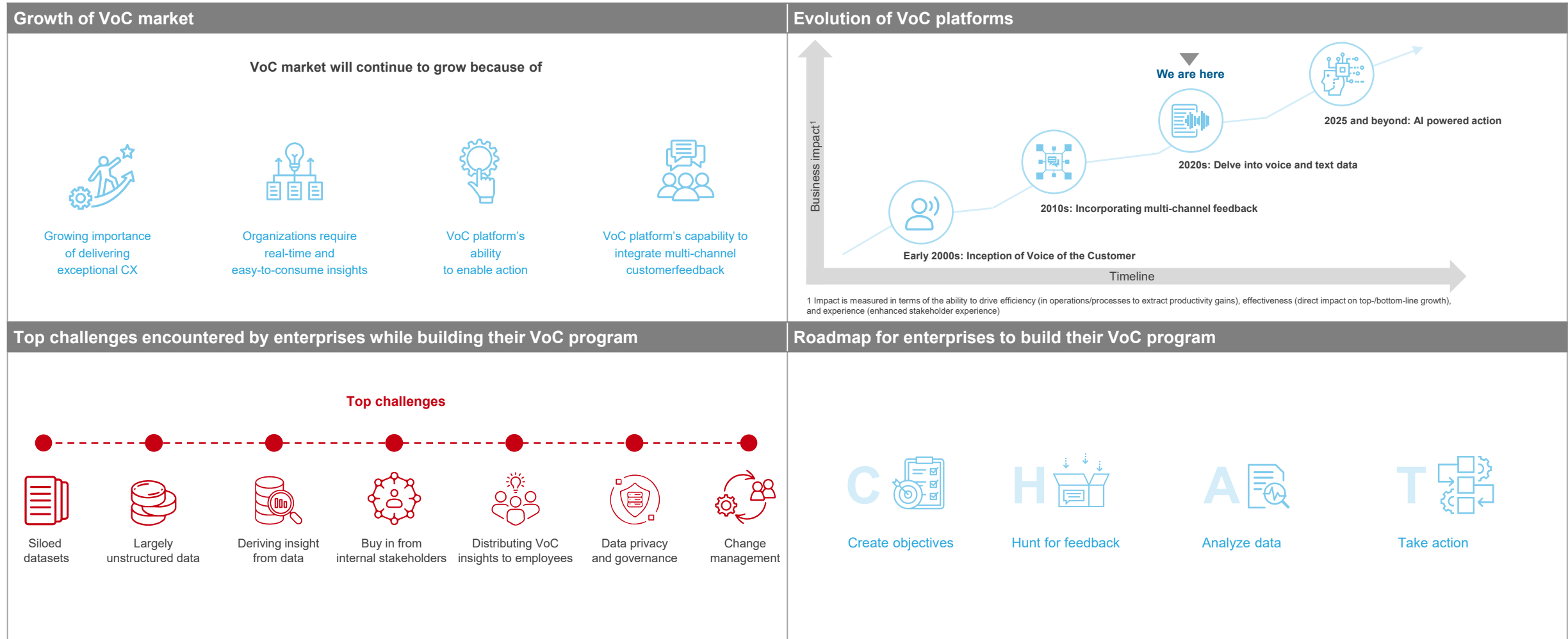


**Industry**  
Voice of the Customer  
(VoC) platforms



**Profiles**  
Notable VoC players

# This study offers distinct chapters providing a deep dive into key aspects of VoC platforms; below are four charts to illustrate the depth of the report



# Research calendar

## Interactive Experience (IX) Services

Published Planned Current release

Reports title	Release date
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment – Europe 2023	November 2023
Digital Interactive Experience (IX) Services in Europe – Provider Compendium 2023	December 2023
Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2023	December 2023
Digital Experience Platform (DXP) Products – Provider Compendium 2023	December 2023
Content Supply Chain – Revolutionizing the content development lifecycle	December 2023
Customer Data Platform (CDP) State of the Market 2024	January 2024
<b>Decoding the Customer: Navigating the Voice of the Customer (VoC) Landscape to Truly Understand Your Customers</b>	<b>March 2024</b>
Decoding the MarTech Ecosystem and Rise of Composability	Q1 2024
CIO-CMO conundrum	Q2 2024
Artificial Intelligence in Customer Experience	Q2 2024
AdTech Revolution: Decoding the Code of Data-Driven Advertising	Q2 2024
Adobe Services PEAK Matrix® Assessment 2024	Q2 2024
Adobe Services State of the Market 2024	Q2 2024
Digital Commerce Services PEAK Matrix® Assessment 2024	Q3 2024
Digital Commerce Services State of the Market 2024	Q3 2024

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## Stay connected

**Dallas (Headquarters)**  
info@everestgrp.com  
+1-214-451-3000

**Bangalore**  
india@everestgrp.com  
+91-80-61463500

**Delhi**  
india@everestgrp.com  
+91-124-496-1000

**London**  
unitedkingdom@everestgrp.com  
+44-207-129-1318

**Toronto**  
canada@everestgrp.com  
+1-214-451-3000

**Website**  
[everestgrp.com](http://everestgrp.com)

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