

# WALKER'S APPROACH TO LISTENING ARCHITECTURE

How designing a holistic system for customer listening can enhance the experiences of your customers and accelerate success for your business

Customer experience is about improving the experience customers have with your organization. But with so many methods for gathering insights, what is the best approach for listening to customers?

A listening architecture is the foundation for building a holistic approach for capturing customer sentiment, either actively (e.g. a survey, qualitative interview, focus group, etc.) or passively (e.g. a website intercept, contact center call transcript/audio, social media, etc.).

Crafting a listening architecture helps you align disparate customer listening activities into an intelligent and effective system that drives CX change.

## THE VALUE OF LISTENING ARCHITECTURE

When collecting high volumes of customer information, it is important to evaluate the inputs and outputs of those efforts to align to best practices, identify gaps, and discover efficiencies that could be gained.

When implemented effectively, you gain a listening system that closely maps to your business objectives and organizational structures.

# THE WALKER DIFFERENCE

Walker helps companies develop the right approach for their business – a customer listening architecture that provides essential customer intelligence in a manner that is efficiently and effectively put to use.

When you work with Walker to design your listening architecture, you gain:

- Overall listening system architecture, aligned by journeys and customer personas
- Recommended methodologies, including types of listening posts and cadence
- Development of CX metrics/ KPIs across and within listening posts
- ROI and impact statement for implementing each listening post
- Prioritization of listening posts and roadmap to full deployment

Walker has been at the forefront of customer experience for more than 30 years. Our team of subject matter experts has an average tenure of over 10 years and have worked with many leading companies to expand and evolve their customer listening strategies across a variety of industries, both B2B and B2C.

Developing a cohesive listening architecture can help you:

- Engage your internal stakeholders to understand current CX insight needs and gaps
- Evaluate customer listening ideas and best practices from other companies
- Develop a customer listening framework to guide the (re) development of CX surveys
- Prioritize the development and deployment of future state CX surveys
- Provide initial conceptual design for each prioritized listening post
- Develop a plan and roadmap to successfully deploy the new listening architecture

The benefits from successfully implementing a unified, organized listening system that is connected to your organization's goals are myriad. A cohesive listening architecture can help with:

**Becoming easier to do business with** – streamlining processes throughout the customer journey while establishing procedures that are more profitable.

**Improving customer retention** – lowering churn while generating increased revenue from existing customers.

**Providing superior customer service** – anticipating customer issues, delivering better customer experiences and ultimately lowering the cost to serve.

**Improving quality** – increasing early detection and rapid escalation of customer issues, driving customer satisfaction up and costs down.

**Innovating faster** – anticipating customer needs to generate revenue from launching better products or services.

**Better targeting of prospects** – increasing efficiency in hit rates and sales cycles, resulting in an increase of new sales.

**Gaining a competitive edge** – understanding customers' experiences and needs to establish a clear advantage.

# MAKING IT WORK

Designing an effective listening architecture involves evaluating existing sources of customer intelligence, determining the additional sources that are needed, infusing the necessary analysis to interpret customer insights, and determining the right approach to make customer intelligence available for day-to-day decision making.

When is a good time to craft a purposeful listening architecture?

- You have no active customer listening currently in place and need a blueprint to build from or need to know where to start.
- You recently completed a maturity assessment that pointed to improvements needed in your current CX measurement/listening approach.
- You recently completed customer journey mapping and want to align listening to journey phases/moments of truth.
- You have an excess of customer listening posts and are concerned about duplication or redundancy, which may be causing fatigue or a lack of engagement.
- You have not assessed your current state listening for 3 or more years and are concerned your current approach is outdated. Or, you simply want to modernize your approach.

Walker's process for crafting a listening architecture includes:

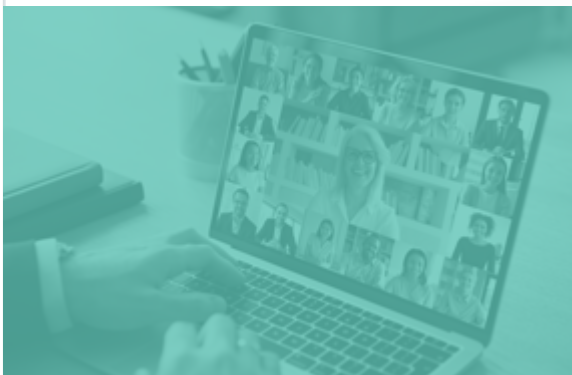
**Discover.** Walker immerses in your business and current CX strategy, as well as examining your current CX programs (surveys, analytics, reports, actions, etc.), including an online stakeholder assessment.

**Assess.** Walker solicits feedback from your internal stakeholders about their perspective of the current state of CX listening, using a brief online assessment form or optional in-depth phone interviews.

**Workshop.** Walker facilitates a highly interactive onsite workshop to review the current state, identify gaps/redundancies, brainstorm new approaches and begin defining the future state of listening.

**Synthesize.** Walker synthesizes all the inputs from the prior phases and develops the recommended future listening architecture, aligned to your business needs and CX best practices.

**Review/Finalize.** Walker presents the completed future state listening architecture which is reviewed, refined and finalized based on stakeholder feedback, following which a deployment plan is created.



## VIRTUAL WORKSHOPS

Walker offers a virtual workshop approach that can be used in tandem with (hybrid approach) or in place of (100% virtual) an onsite workshop.

# COMMON OBSTACLES

There's no shortage of ways to listen to your customers. While this is great news for customer experience leaders, it also makes your job more complicated. With so many new and evolving methods to connect with your customer, it's difficult to harness their insights and put them to use — all without burdening your customers. Too often, voice of the customer programs are disjointed and confusing. Issues often encountered without a cohesive listening architecture include:

- Having many different surveys that do not work together to meet business goals
- Outdated surveys that are no longer aligned with industry best practices

- Failure to drive support and adoption within the organization
- Heavy reliance on one or two key methods that do not provide the right customer intelligence
- Low response rates or not enough feedback for important decision-making

Walker can help you work through these obstacles and develop a system that lets you gather the right feedback from the right people at the right times.



## WALKER'S SERVICES

Walker provides a wide range of flexible services to maximize your technology investment and accelerate the success of XM initiatives.

- Technology services. Implementation and engineering services for all programs, from fast starts to highly customized deployments.
- Managed services. Flexible professional services model for end-to-end program management and optimization.
- Advisory services. Tailored advisory solutions to build a world-class experience management practice.

As important as what we provide is how we deliver it. At Walker, we provide a highly personalized experience regardless of if you are new to XM or you have a well-established program that you want to take to the next level.

## WALKER'S PARTNERSHIPS

Walker's strategic partnerships ensure that we provide best-in-class XM tools to complement our broad range of services. Walker is a charter member of the Qualtrics Partner Network (QPN) and is proud to be a top Delivery and Consulting partner in North America recognized as CX Partner of the Year in 2019. Walker is also an SAP Silver Partner, specializing in helping companies make the most of their data.



To learn more about Walker, please visit [walkerinfo.com](http://walkerinfo.com)

## THE CX LEADER PODCAST

The CX Leader Podcast with host Steve Walker provides weekly insights for business leaders to improve results by unlocking the potential of their customer experience. More than a discussion of CX topics, the podcast focuses on ways CX professionals can develop the right skills and ideas to be effective leaders in their organizations.



To learn more and view more than 100 episodes, visit [cxleaderpodcast.com](http://cxleaderpodcast.com).