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Beyond the Voice of the Customer:

How Richer Customer Signals Can Improve Continuous Improvement



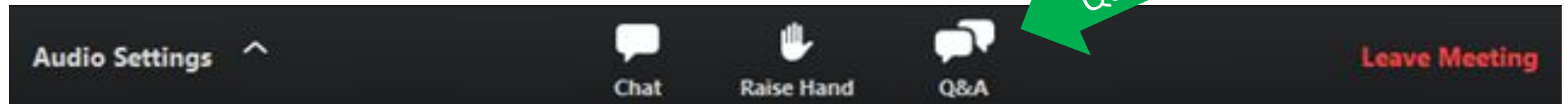
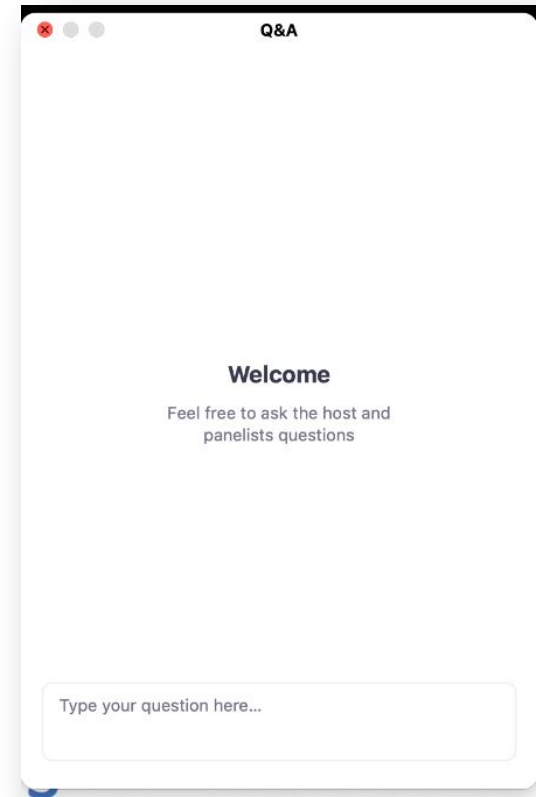
Host: Mark Graban
Senior Advisor, KaiNexus
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**Presenters: Volker Probst &
Annette Behrensmeyer**
Managing Partners
Resonance Growth Partners

Webinar Logistics

- Presentation (40 minutes)
- Q&A (15 minutes)
 - Use the Zoom Webinar meeting panel to submit a question at any time



- Recording link & slides will be sent via email

KaiNexus.com

Optimize Your Improvement Work.

KaiNexus is the solution for your Lean and Improvement work where teams can capture, implement, measure, and share in one system that does it all.

▶ Watch Demo

Get Started



About Volker & Annette

Annette Behrensmeyer



- Global CX leader and Forrester Certified CX Professional with 10+ years designing enterprise CX strategies, analytics frameworks, and feedback-to-action operating models.
- Has worked both inside a leading CX platform provider and as a senior CX executive, giving her a clear view of where traditional VOC approaches add value and where they limit impact.

Volker Probst



- Former global CX and Operational Excellence executive with 25+ years turning customer insight into action at enterprise scale.
- Builds signal-based, behavior-driven improvement systems that reduce journey friction and move teams from listening to customers to fixing what actually breaks the experience.

Customer Signals to Improvement

Insights to action

Annette Behrensmeyer

Managing Partner, Resonance
Growth Partners

Volker Probst

Managing Partner, Resonance
Growth Partners



Reduce Waste
Reduce Friction

Improve Flow
Improve Ease
Pain Points

Fix the Experience. Improve the Business.

Every process problem is a customer problem in disguise.

Standardize Work
/ Consistency

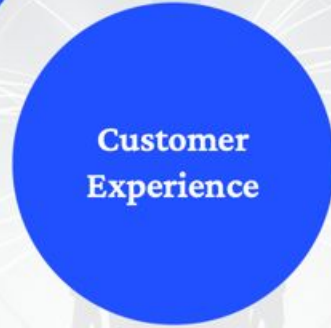
Employee
Engagement
Employee Insight

What is Customer Experience?

Journey Mapping
Touchpoints and flow



Voice of Customer
Feedback and needs



NPS & CSAT
Satisfaction and loyalty



Friction Reduction
Remove obstacles



"Customer Experience is how customers perceive their interactions with an organization - whether they are effective, easy, and emotionally engaging."— Forrester

The Full Spectrum of Customer Signals

Solicited



Interviews



Surveys



Focus Groups

Unsolicited Signals

Repeat Contacts

Customers calling back about the same issue

Transfers Between Teams

Handoffs that create friction

Escalations

Unresolved issues reaching higher levels

Delays & Waiting

Slowdowns that erode customer confidence

Frontline Observations

Patterns staff encounter before customers complain

Complaints

Direct expressions of dissatisfaction

Contact Center Data

Call volume, recurring themes, and sentiment

Reviews & Social Mentions

Public theme and sentiment trends

"Unsolicited signals reveal what customers experience - without them having to speak up."

Traditional VOC Approaches and a Way Forward

Lean / Six Sigma VOC

- Interviews, focus groups and customer visits
- CTQ, QFD and Kano
- Process capability & Defect data

Focus: Solicited insights and technical requirements

Traditional CX VOC Approach

- Surveys and NPS
- Contact center and complaint data
- Reviews, social mentions, analytics

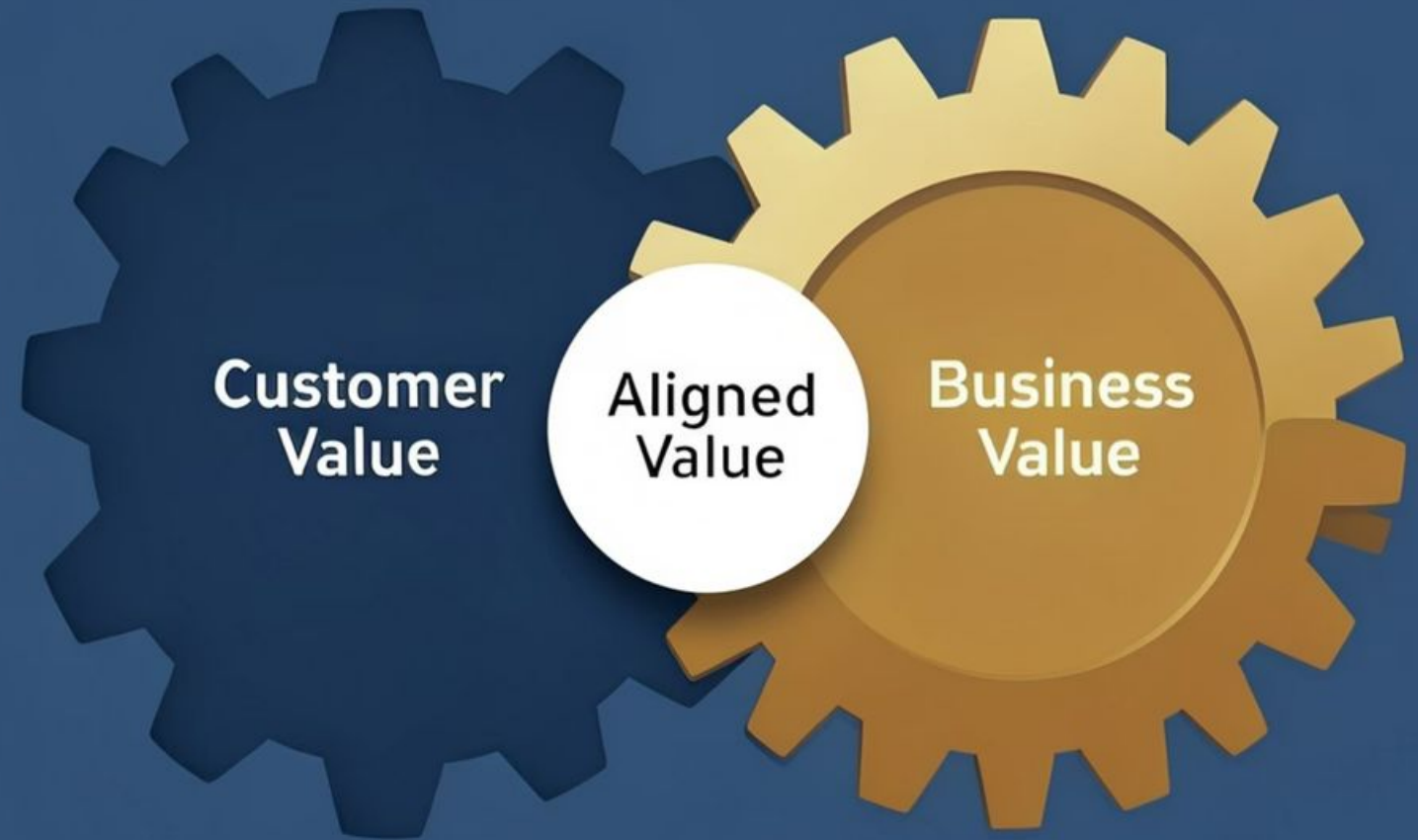
Focus: Effort, ease, and emotion reporting

◆ The CX+CI Approach

- Use solicited & unsolicited signals in real time and AI to create business / improvement cases
- Prioritize customer signals with business value
- Apply CI to customer friction points ("moments that matter" for customers)

"CX+CI shows what customers actually experience and where/how to fix it."

Governance dimension for signals to action



Effective Continuous Improvement reduces friction for customers, employees, and creates business value at the same time.

Daily Huddles as a Patient Experience Improvement System

Real-time patient signals drive prioritization and immediate action.

01

Track Patient Signals

- AI not KPI
- Patient-owned feedback capture
- "operational data"

02

Prioritize & Act

- Daily Huddle & TAG
- Remove barriers
- Assign action items

03

Outcomes

- Faster problem solving
- Frontline ownership
- Better patient experience

Daily huddles turn patient signals into immediate improvement.



Embed Customer Signals Into Your CI Work

Fast-moving organizations don't wait for formal VOC cycles. They continuously surface customer friction and turn it into action.

Mine operational signals

Tap repeat contacts, escalations, transfers, and frontline observations.

Act on unsolicited signals

Complaints, contact center trends, and sentiment data reveal friction without customers having to speak up.

Prioritize the right work

Focus CI on friction with the greatest business & customer impact.

Integrate VOC into daily routines

Measure results and feed them back into the system.

"CI is more powerful when customer signals are embedded from the start."

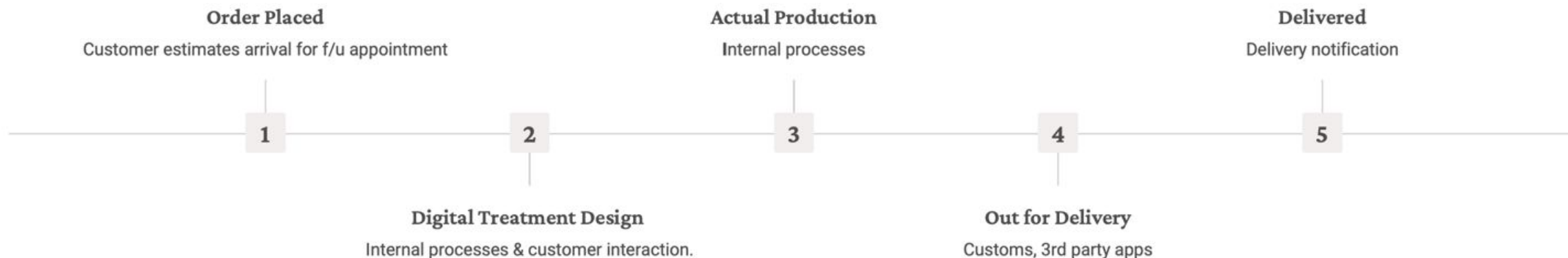


From VOC to Operational Action: A Real-World Example

"Where is my product?" → Expediting services → Shipping cost rising rapidly: 40% of call volume

Delivery delays = top customer churn cause after price

Transparency Improvements and AI



CX business case with all VOC insights, prioritizing work, co-creating with customers using CI:

30% call volume ↓ — \$10M ↓ — 10% COGS ↓ — \$20M ARR

So What Could You as a CI Leader Actually Do?

Improvement work matters more when it connects to customer experience.



Audit Active Projects

Check whether each project reduces customer friction.



Add a Customer Signal

Pair process metrics with one unsolicited CX measure.



Talk to CX

Use complaint, contact, and repeat-call trends to spot hidden issues.



Use KaiNexus as the Bridge

Tag customer impact and share results with CX stakeholders.

The Ask

Before closing a project: *Did the customer feel this improvement? Did it add business value? How do we know?*

Resources

The Friction Project

Book · Robert Sutton & Huggy Rao

Identifies and eliminates unnecessary friction affecting both operational performance and customer experience.

<https://www.amazon.com/Friction-Project-Smart-Leaders-Useless/dp/1250284691>

The Beryl Institute

Healthcare Experience Resource

Global community connecting patient experience, employee experience, and operational improvement.

<https://theberylinstitute.org/>

Bill Staikos

Podcast & Thought Leadership

CX leader and podcast host exploring the intersection of customer experience, operations, and business performance.

<https://www.linkedin.com/in/bstaikos/>

KaiNexus Webinar Library

Continuous Improvement Learning

Webinars and case studies from CI practitioners translating improvement ideas into real-world action.

<https://www.kainexus.com/continuous-improvement/resources-for-continuous-improvement/continuous-improvement-webinars/recordings>

Where are customer signals already appearing in your organization – and how are they connected to improvement priorities?

Where are unsolicited customer signals hiding in your organization right now?

Share your experience

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