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Brand Fast-Trackers #136 – Leveraging Voice of Customer to Increase Sales

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Today, we speak with Jonathan Levitt, the CMO of OpinionLab about listening to customers in a whole new way. Jonathan discusses the blind spots of traditional market research. Historically, a business would see a 30% purchase conversion rate and be pleased with results, but Jonathan points out that what that really means is that 70% of your customers are walking into your store and NOT buying. He discusses how business can improve the customer experience by soliciting feedback from them and measuring it while the customer is in location (in store, website, etc) and use this to make a real impact on sales. If you are either a business owner or a brand marketer, you need to hear Jonathan's insights.

Here's a link to [OpinionLab](#).

Bio:

Jonathan has been in the web business since commercialization of the Internet. He has spent over 15 years helping a diverse list of brands understand their audience and leverage technology and data to build better product and customer experiences. He has worked with brands of all sizes including leading global players such as Bank of America, MasterCard, Dell, Procter & Gamble, CBS, The New York Times, Ford and Google. Data-driven to the core, he is a recognized authority in the spheres of web analytics, voice of customer, and social media.

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branding and digital marketing has been featured in several industry publications including [1to1 Magazine](#), [eMarketing & Commerce](#), [ClickZ](#), [DM News](#), and [MediaPost](#).

About OpinionLab:

[OpinionLab](#) is the global leader in Voice of Customer (VoC) feedback innovation, serving a prestigious client list that includes nearly half of Fortune 50 organizations such as Wal-Mart, Bank of America, Ford Motor Company, and many more. With real-time listening solutions for every brand touch point, this pioneering VoC platform invites consumers to share input in their own words, at anytime, from anywhere, helping organizations collect, understand, and leverage both structured and unstructured customer data. For over a decade, hundreds of the world's leading brands have looked to the familiar [+] feedback symbol to better acquire, engage, and retain customers through an approach so streamlined it's groundbreaking: listen always, listen everywhere. The result is actionable customer insight that sparks foundational improvement to companies' products, people, and brands.

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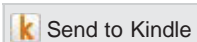
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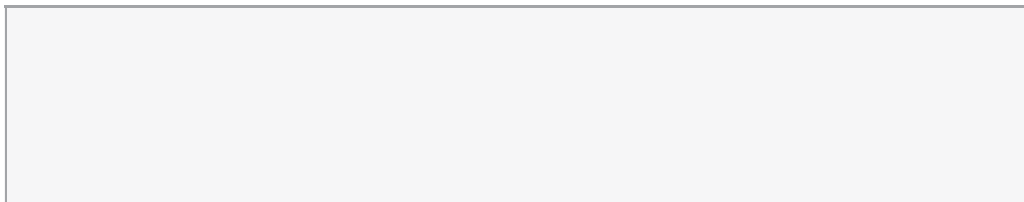
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Robert Brown

Jan 13, 2012

Insightful podcast- thank you!

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