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At its core, your VoC program should drive revenue by creating more positive customers, who are more likely to renew and increase spend.

Leveraging a Voice of the Customer program to increase your percentage of positive customers, even marginally, can have a substantial effect on your company's revenue and the company's bottom line.

This improvement to your overall revenue number gives you the return of your voice of the customer investment.

Here's how you calculate it. Follow **THIS** [how-to guide for a step-by-step walkthrough on how to fill the calculator in.](#)





































































































































































































































































