



ElucidCX

Real Conversations. Real Insight. Real Growth.

How we turn Voice of the Customer conversations
into actionable growth

Let's be honest—most people don't fill out surveys. And when they do, the answers are often surface-level, rushed, or without context. Businesses are left guessing what really matters to the customers they're trying to serve.

Add to that the noise of AI-generated everything—automated reviews, scripted replies, synthetic feedback. In a world where people are starting to wonder what's actually real, human conversations matter *more than ever*.

At ElucidCX, we don't rely on bots or bulk responses. We talk to your customers one-on-one, human-to-human. We listen for what they value, what they remember, what built trust (or broke it), and then we help you act on that insight. It's the true voice of the customer.

The following is a case study where we walk through our three-step process to highlight how it produced actionable results for Access Design Studio.

The Challenge

Access Design Studio, a leading expert in ADA compliant accessible websites, wanted to better understand the value drivers of their customers. With over 20 years of experience and national recognition, Access Design Studio wanted to catch insights often missed in traditional surveys. Goals of the Voice of the Customer campaign included:

- Uncover what customers truly value and what differentiates Access Design Studio from the competition
 - Identify friction points and moments of delight
 - Clarify internal blind spots in customer communication and experience
 - Generate insight to refine service offerings and retention
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Our Process

We approached Access Design Studio's challenges using our three-step process, which combines the power and depth of human conversation with proprietary AI software that cleans and distills the conversations into actionable data. Our proven three-step process is as follows:

Step One: Conduct one-on-one Voice of the Customer conversations with custom questions to uncover insight around challenges. The goal is to capture real stories from customers around how they feel along the buyer's journey and their experience with Access Design Studio.

Step Two: We then use our AI-powered software to translate all of those raw conversations into clean and understandable sentiment analysis.

Step Three: ElucidCX presents the data, along with strategic recommendations, to align teams and decisions around what matters most.

The Results

“I had no idea...”

During the presentation of findings and strategic recommendations, our client muttered those words. Those are the words we love to hear—not because it means our client was doing anything wrong, but because they confirm that human conversations reveal what surveys can’t.

Insights from the Voice of the Customer conversations included:

- **Clarified Key Value Proposition:** Rather than continue guessing what mattered most, Access Design Studio walked away with a clear, customer-articulated value proposition. This unlocked more precise marketing messaging, more confident sales conversations, and informed product innovation moving forward.
- **Revealed Untapped Revenue Opportunities:** Through open-ended conversations, we surfaced customer needs and use cases that were never previously marketed or supported. These insights pointed to potential new offerings and prompted exploration into a new customer segment.
- **Diagnosed Communication Misalignments:** We pinpointed areas where internal messaging and customer perception didn’t align. These findings created clarity for refining onboarding, internal training, and touchpoint consistency.
- **Discovered Hidden Customer Delight:** Interestingly, the interviews also highlighted specific interactions and service features that customers loved, but that Access Design Studio hadn’t been actively leveraging in marketing or sales efforts. Now, those standout moments can be amplified to build trust and reduce churn.

Testimonial from Access Design Studio

“When I hired ElucidCX, I wanted to hear directly from my clients, in a confidential manner so they would be entirely honest, what we were doing that delighted them and where we were falling short. I was pleased beyond expectation in that area. I was surprised to learn some of the unexpected ways in which we served them very well. And I was also pleased, and to be honest surprised, to learn the ways in which we were falling short. We immediately made a plan to level up in those areas.

What I did not expect was to gain insight into potential new service offerings; our clients stated very specifically ways in which they wished they could work with us **more**, and ways in which they wished we would support their business. I also did not anticipate that my clients would feel immense gratitude at being able to express themselves and that their thoughts mattered. Upon reflection, it makes sense since so much interaction today is transactional and often not even human to human. But it was an added benefit that my clients felt heard by us.

I was surprised and pleased with how candid my clients were. Based on the level of honesty with which my clients responded, Jessica clearly created a comfortable and trusting atmosphere in which my clients felt confident to speak honestly. Their honest voice is helping shape the future of my business.”

Denise Páne, CEO and Founder of Access Design Studio

Conclusion

When companies pause to truly listen—not through mass surveys, but through real, thoughtful conversations—transformative insight emerges. Your customers will call you brave (seriously!) because it's no small thing to ask for honest feedback.

This project with Access Design Studio proved that what customers remember, value, and need often lives beneath the surface of standard metrics. By engaging in one-on-one Voice of the Customer interviews, Access Design Studio gained clarity, uncovered new growth opportunities, and strengthened alignment across their internal teams.

At ElucidCX, we believe in the power of conversations. We exist to help take the guesswork out of understanding what your customers truly value. We're not redefining connection; we're remembering it, embracing it, and enhancing it with insight, clarity, and impact. We believe every business should know what their customers value and the best way to get there is through real conversations.

Capture Feedback that Matters

ElucidCX partners with organizations of all sizes who are ready to elevate how they serve their customers. Our qualitative-first process helps teams who want to decrease customer churn, align messaging, and lead with real insight. We want to help you make confident, strategic decisions rooted in what your customers *actually* value.

Let's start a conversation that leads to clarity, alignment, and meaningful growth.

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