

How to build the customer context every team runs on.

CONNECT · TRUST · ANSWER · AUTOMATE

A playbook for VoC and CX leaders. Stop writing the reports. Build the four layers every team and every agent reads from, in 90 days.

INSIGHTS FROM

Canva

 Notion

ElevenLabs

 **Wispr**

Contents

START HERE

The readout is not the job anymore	03
From the reporting layer to the infrastructure layer	04

THE RUBRIC

The Context Maturity Model	05
Add it up: scoring your infrastructure	06

THE FOUR LAYERS

01 · Connect	07
02 · Trust	09
03 · Answer	11
04 · Automate	13
Copy the structure: the stack on one page	16

RUNNING IT

Two VoC teams that look identical	17
Where the infrastructure breaks	18
Who owns the context	19
Walk one question through all four layers	20
Thirty, sixty, ninety	21

The readout is not the job anymore.

Most VoC teams were built as the reporting layer. Feedback comes in, the team reads it, and the company gets weekly readouts, ad-hoc pulls, exec decks and dashboards. That made sense when a person had to read the feedback for anyone to know what it said.

That is no longer how teams get answers. Product asks Claude. Success asks in Slack. Engineering asks an agent inside Jira. They skip the readout and ask directly.

The question is what those answers run on. Feed them scattered, untagged, contradictory feedback and they will be confidently wrong, in front of your executives and your customers.

So the job moves down a layer. The VoC team's new job is the customer context underneath every one of those answers: connected, trusted, open to every team and agent, and wired into the work.

Every team can ask its own questions now. The VoC team decides whether the answers are right.

01

Connect

Feedback plus business context.

02

Trust

Data no one has to double-check.

03

Answer

Answers, not charts.

04

Automate

Feedback-to-action workflows.

From the reporting layer to the infrastructure layer

The same team, the same feedback, the same stakeholders. What changes is what the VoC team ships.

THEN

The reporting layer

~~Weekly readouts~~

A week old by the time it lands.

~~Ad-hoc pulls~~

One analyst, one question at a time.

~~Exec decks~~

A snapshot that ages after the meeting.

~~Dashboards~~

Charts teams still have to interpret.

Teams stopped waiting for the readout.

NOW

The infrastructure layer

01

CONNECT

Feedback plus business context.

Every source tied to accounts, ARR and usage.

02

TRUST

Data no one has to double-check.

It has to beat pasting raw feedback into an LLM.

03

ANSWER

Answers, not charts.

One context behind every team and agent.

04

AUTOMATE

Feedback-to-action workflows.

Set the output and the rules. Agents build the loop.

Every team and agent answers from context VoC owns.

Own the context. Let every team bring the questions.

The Context Maturity Model

Twelve questions about your customer context as it runs this week, not the one on the roadmap. Score it on the next page.

	NO 0	PARTLY 1	YES 2
CONNECT ----- DATA			
01 Every channel lands in one place without anyone copying it there.	☐	☐	☐
02 Feedback is tied to the account, plan, ARR and usage behind it.	☐	☐	☐
03 A new source can be added without rebuilding your reports.	☐	☐	☐
TRUST ----- ACCURACY			
04 Someone owns the taxonomy, in customers' words, matching today's product.	☐	☐	☐
05 Issues are sized by distinct customers and revenue, not mentions.	☐	☐	☐
06 Teams use your numbers without re-checking them in a spreadsheet or an LLM.	☐	☐	☐
ANSWER ----- ACCESS			
07 Product, Success, Eng and Leadership get answers without filing a request.	☐	☐	☐
08 Your AI agents and assistants read from the same context as your people.	☐	☐	☐
09 Answers arrive with the accounts, revenue and quotes behind them.	☐	☐	☐
AUTOMATE ----- ACTION			
10 A theme crossing a threshold triggers work without anyone running a report.	☐	☐	☐
11 Every workflow has a defined output, one owner, and a rule for human review.	☐	☐	☐
12 You check whether a fix moved the signal, and the customers who asked hear about it.	☐	☐	☐

Add it up

YOUR TOTAL _____ / 24

Two points for yes, one for partly, none for no.
Count honestly: a question you would need a week to answer is a no.

0 - 7

You are the reporting layer.

Five teams hold five partial versions of the truth, and every answer waits in your queue.

Next: connect every channel into one deduplicated stream, tied to accounts.

8 - 14

The data is connected, but nobody trusts it.

Teams can see the feedback, then re-check every number, or skip you and paste raw tickets into an LLM.

Next: own the taxonomy, and size every theme by distinct customers and revenue.

15 - 20

Teams get answers, but people still push the work.

Answers flow to every team. The follow-through still needs a person, so throughput is capped by their week.

Next: define the outputs and rules for one workflow, and automate it, starting with Jira.

21 - 24

You run the infrastructure.

Every team and agent answers from context VoC owns, and each cycle leaves it sharper than the last.

Next: widen it. More sources in, more teams and agents served from the same truth.

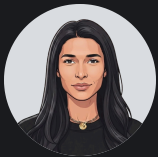
Most teams score between 8 and 14: the data is in one place, the sizing is rough, and nothing routes itself. Whatever your score, every agent your company runs inherits it.

Connect

Feedback plus business context.

Every source in one place: tickets, calls, reviews, surveys and community, deduplicated and tied to the accounts, ARR and usage behind them. Feedback alone is half the answer.

“Beyond just keywords, we can actually understand what our users are saying across every interaction we plug in.”



Emma Auscher

Global VP of Customer Experience, Notion



01 CONNECT · THE PRACTICES

Five teams hold five conflicting versions of the truth. Every layer above this one, and every agent that reads from it, inherits the quality of this foundation.

01 / Centralize every channel

Canva unifies 13,841 feedback themes across 34 sources, from Zendesk to Gong to Reddit to Discord, so a marketer, a PM and a support lead query the same reality.

03 / Tie feedback to revenue

BuildOps ties feedback to 128,000+ accounts carrying ARR, segment, churn risk and assigned CSM. A complaint arrives with a dollar figure and an owner attached.

02 / Normalize the data

A dozen spellings of “USA”, timestamps as raw epochs, the same person a User ID here and an Author there. Standardizing those fields is what makes segmenting possible at all.

04 / Add what customers do

Usage turns “customers said” into “customers did”. The same complaint means something different from an account whose usage is growing and one whose usage is falling.

ONE RECORD, TWO HALVES

What customers said

ZENDESK

INTERCOM

GONG

SURVEYS

REVIEWS

Who said it, and what they are worth

SALESFORCE

ARR

PLAN

USAGE

CSM

THE TEST

Pick one complaint from this morning. In under a minute, can you see everywhere else that customer has raised an issue, tied to their account, revenue and usage?

Trust

Data no one has to double-check.

A taxonomy in your customers' words, sized by who is asking, kept current as the product changes. It has to beat pasting raw feedback into an LLM, or teams will do exactly that.

“We surface product insights in days, not weeks. Enterpret aligns everyone around the top issues and requests.”



Jesse Walker

Head of Insights and User Advocacy, Canva

Canva

If a team has to re-check your number, they will stop asking you for it. Trust is what lets people and agents act on the context without a second opinion.

01 / Name themes in their words

Philo classifies 319,000+ insights into a hierarchy you navigate rather than excavate. “Checkout” breaks into Apple Pay fails, promo code and slow load, and each one can be sized and owned on its own.

03 / Beat the raw-feedback shortcut

Anyone can paste a few hundred tickets into an LLM and get a confident summary. It will not know which accounts are behind them, how the theme trended, or that half of it is one customer.

02 / Size by impact, not mentions

Ten furious power users repeating a complaint forty times is not a theme shared by ten thousand customers. Weight by distinct customers and ARR, and the order changes.

04 / Treat it as maintenance

At Western Union, someone renamed a set of taxonomy keywords and every downstream report and automation built on the old mappings silently broke. No error message. The data just quietly began to mislead.

RANKED BY MENTIONS

Slow load



Promo code



Apple Pay fails



RANKED BY CUSTOMERS × ARR

Apple Pay fails



Slow load



Promo code



Illustrative. The loudest theme is rarely the costliest.

THE TEST

Can you state, as a number you would defend in a meeting, how many customers an issue affects and how much revenue is exposed? Would the team accept it without re-checking?

Answer

Answers, not charts.

One context behind every person and every agent, so Product, Success, Eng and Leadership get complete answers in the tools they already use, without seeing the plumbing.

“If you’re not operating from the same customer understanding, within a month product, marketing and engineering are talking about completely separate things.”



Tanmay Jain

Product & Growth Lead, ElevenLabs

ElevenLabs

Teams stopped waiting for the readout. The goal is not to win them back. It is to make sure what they ask directly runs on the same customer context.

01 / Meet teams where they ask

Claude over MCP, a Slack channel, the CRM, an agent inside Jira. The context goes to the tool, so nobody has to learn a new one or file a request to use it.

02 / Answer with the record behind it

An answer is the accounts, the revenue and the quotes, not a chart someone has to interpret. Every claim traces back to real conversations.

03 / Catch what instrumentation misses

Logs tell you what your software did, not which bug never threw an error. One AI coding tool surfaces memory leaks that trigger crashes; a consumer app finds crashes during photo upload.

04 / Ground and check your AI front line

QA used to mean hand-reading two percent of tickets and hoping it generalized. When a machine answers, a sample that size is negligence. Audit AI answers at full coverage.

PRODUCT

“What’s driving checkout complaints?”

CLAUDE

MCP

SUCCESS

“Which accounts are at risk this week?”

SLACK

CRM

ENG

“Is this bug hitting enterprise?”

JIRA

AGENT

LEADERSHIP

“What changed since last QBR?”

SLACK

EMAIL

THE TEST

Take the last question a team sent you. Could they have answered it themselves, with the accounts, revenue and quotes attached, without you in the middle?

Automate

Feedback-to-action workflows.

Define the output and the rules, and let agents build the workflow, starting with Jira loops. Decide what runs on its own and what waits for a person, then check the fix moved the signal.

“It elevates what our support engineers are capable of. They identify root causes and hand engineering issues that are already actionable.”



Samm Yates

Founding Head of CX, Wispr Flow



Understanding without action isn't neutral, it's corrosive. Every time a customer speaks and nothing changes, they learn that speaking up is pointless.

01 / Set the trigger in advance

Decide what crosses the line: a theme doubling in a week, a risk signal on a top account. PMs at one creator platform get alerted to a spike in their own area within hours, and nobody has to remember to run the report.

02 / Define the output and the rules

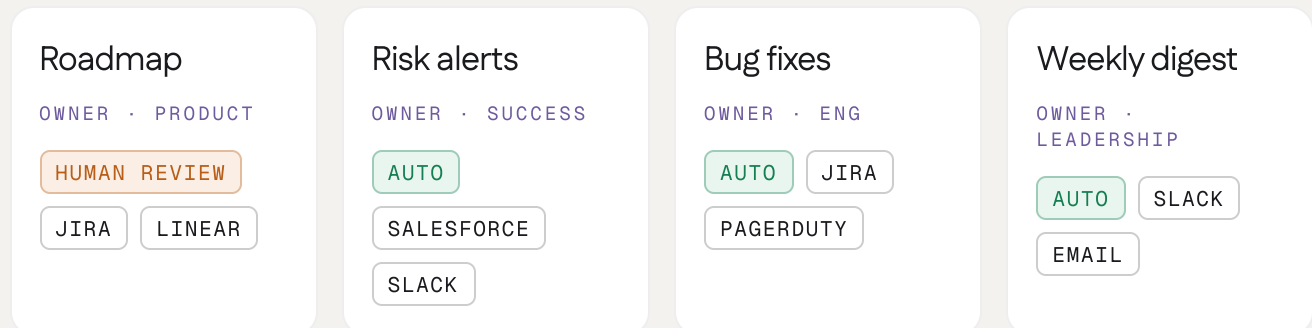
Say what the workflow produces, who owns it, and what runs on its own versus what waits for human review. Shared ownership is how work goes unowned.

03 / Route it to where the work happens

One communications app links themes straight to engineering tickets, so a one-way-audio bug arrives with the complaints attached and the squad identified.

04 / Start with one Jira loop

Pick the workflow with the clearest owner and the most repetition. Run it with a person on review until the output earns trust, then let it run.



Illustrative. Which outputs run on their own is your call, and it changes as each one earns trust.

THE TEST

Take the last theme that crossed your threshold. Did work start without anyone asking, and can you name the one person who owned what happened next?

Most feedback work stops when the fix ships. Nobody checks whether the signal moved, nobody tells the customer, and the next cycle starts from zero.

05 / Monitor the signal, not the ticket

When a fix ships, Enterpret watches the theme drop: resolved from the customer's side, not merely marked "done."

"Having to give it all of our ownerships and topics every single time to explain who I am as a team is a little frustrating."

PM · EUROPEAN FINTECH

06 / Tell the customers who asked

The same check names the accounts that reported it, so the follow-up goes to people who will notice.

"I don't think the automation has the ability to self update itself to learn what it already checked."

POWER USER · CONSUMER HARDWARE

A workflow that does not remember does not improve. It only repeats.

07 / Keep the artifact

A new theme stays in the taxonomy. A resolution is recorded against the accounts involved.

08 / Feed it forward

Ownership, prior findings and known failure modes carry from one run to the next.

09 / Let the front line learn

Every wrong AI answer caught becomes context that prevents the next one.

Copy the structure. Plug in the tools you already use.

Four layers, owned by VoC. The tools are interchangeable; the order is not.

01 · CONNECT

Feedback plus business context.

Tickets	ZENDESK	INTERCOM	Calls	GONG	ZOOM
Voice	SURVEYS	REVIEWS	Business	SALESFORCE	USAGE

02 · TRUST

Data no one has to double-check.

Themes named in your customers' words. Sized by customers × ARR, not mentions. Kept current as the product changes.

TAXONOMY THEMES INFERENCE QA

03 · ANSWER

Answers, not charts.

Product	CLAUDE	MCP	Success	SLACK	CRM
Eng	JIRA	AGENT	Leadership	SLACK	EMAIL

● TRIGGER: THEME CROSSES A THRESHOLD

04 · AUTOMATE

Feedback-to-action workflows.

Define the output and the rules. Agents build the workflow, starting with Jira loops.

AUTO HUMAN REVIEW JIRA LINEAR

DETECT → TRIAGE → DO → MONITOR → BACK TO CONNECT

Own the context. **Let every team bring the questions.**

Two VoC teams that look identical

Both have dashboards, a weekly readout, AI in support, and an executive who sincerely calls the company customer-obsessed.

VOC AS THE REPORTING LAYER

Collects, analyzes, presents. Every question becomes a request and every answer a deck. Teams stop waiting and paste raw feedback into whatever AI tool is open, so the company runs on answers nobody can trace. Every cycle starts from zero.

VOC AS THE INFRASTRUCTURE LAYER

One connected, trusted context, tied to accounts and revenue, read by every team and every agent, with workflows that act on it and check the result. Its context gets richer every cycle.

In any given week the gap looks small. Then a competitor whose teams all answer from the same context is ahead on an axis you never measured, by a distance you cannot close in a quarter.

Where the infrastructure breaks

None of these announce themselves. Each shows up first as something small enough to explain away.

01 · CONNECT

Feedback without the business record

Feedback arrives without the account, ARR or usage behind it, so every answer stops at “customers said.”

YOU'D NOTICE IT AS

Someone asks “how much revenue?” and the answer takes a week.

02 · TRUST

The taxonomy drifts

Someone renames a set of keywords and every report built on the old mapping quietly keeps running.

YOU'D NOTICE IT AS

Two teams quote different numbers for the same theme, and both can defend theirs.

03 · TRUST

Mentions stand in for customers

Volume is counted as demand, so ten power users repeating a complaint outrank a thousand quiet ones.

YOU'D NOTICE IT AS

A fix ships against the top-ranked request and the underlying volume barely moves.

04 · ANSWER

Answers live in the readout

Insight is circulated as a deck, so teams route around it and ask an LLM about raw feedback instead.

YOU'D NOTICE IT AS

A team quotes an AI answer you cannot trace back to a single conversation.

05 · AUTOMATE

Nobody checks the signal

The fix ships, the ticket closes, and no one looks at whether the theme dropped or tells the accounts that reported it.

YOU'D NOTICE IT AS

You can name last month's feedback-driven fix, but not whether complaints fell, or one customer who heard about it.

Who owns the context

Context that feeds the roadmap and every agent is too consequential to sit between teams. No new title required: the responsibilities sit with VoC, and they follow the four layers.

NAME THE OWNER FOR EACH

LAYER	RESPONSIBILITY	OWNED	SHARED	NO ONE
CONNECT	Own the pipes. Every source in one stream, tied to accounts, ARR and usage.	☐	☐	☐
TRUST	Own the taxonomy. Themes in customers' words, kept current as the product changes.	☐	☐	☐
TRUST	Own the numbers. Sized by distinct customers and revenue; the loud minority kept separate from the market.	☐	☐	☐
ANSWER	Own the access. Every team and agent reads the same context, in the tools they already use.	☐	☐	☐
ANSWER	Audit the answers. Check what AI tells customers and teams at full coverage, not a sample.	☐	☐	☐
AUTOMATE	Define outputs and rules. What each workflow produces, who owns it, what runs alone and what waits for review.	☐	☐	☐
AUTOMATE	Close the loop. Confirm the fix moved the signal, and tell the accounts that reported it.	☐	☐	☐

If more than two rows land in **Shared** or **No one**, the context doesn't have an owner. It has volunteers, and it will stall at the layer nobody is accountable for.

Walk one question through all four layers

Pick one real question a team brought to VoC in the last ninety days.
Wherever the walk stalls is your constraint.

01 CONNECT

Can you see every customer who raised it, across every channel, tied to their account, revenue and usage, in one place?

02 TRUST

Can you state how many customers and how much revenue it affects, whether it is representative or merely loud, and would the team accept that number without re-checking?

03 ANSWER

Could the person who asked have gotten that answer themselves, in Slack or Claude, without a request to you?

04 AUTOMATE

Did it start work on its own, with one owner and a rule for human review? Did the signal move after the fix, and were the customers who reported it told?

For most teams the walk stalls at Trust: the layer most teams skip, and the one every answer above it depends on.

Thirty, sixty, ninety

Every layer depends on the one beneath it, so the order is not negotiable. What is negotiable is scope: one product area, done properly, beats the whole company done thinly.

FIRST 30 DAYS

Connect one product area

Connect the two or three sources that carry most of your feedback, deduplicated into one stream.

Tie every record to accounts, ARR and usage.

Name the owner of the pipes.

EXIT TEST

Take one complaint from this morning and see everywhere else that customer has raised it, in under a minute.

DAYS 30-60

Earn trust, then open access

Stand up the taxonomy in your customers' own language.

Size every theme by distinct customers and revenue, never by mentions.

Give one team direct access in the tool they already use.

EXIT TEST

A team lead answers their own question with a number they would defend, without asking you.

DAYS 60-90

Automate the first loop

Define the output and rules for one workflow, starting with Jira.

Decide what runs on its own and what waits for review.

After each fix, confirm the signal moved and tell the accounts.

EXIT TEST

Name a fix, the theme that dropped after it shipped, and the customers who were told.

Start with **one product area, one team, one workflow**. Then add the next. Ninety days is enough to build it once, end to end, and that is the only proof that matters.



This is the infrastructure we build.

Interpret connects every channel of customer feedback to your accounts, revenue and usage, organizes it in an adaptive taxonomy built on your customers' own language, then puts that context where your teams already work, and where your agents can read it.

TRUSTED BY TEAMS AT

ElevenLabs

 **descript**

 **Fanatics**

 **Wispr**

Canva

 **Notion**

STRAVA

 **Apollo**

CONNECT & TRUST

Every source, tied to accounts and quantified by customers and revenue, in weeks not quarters.

ANSWER

The same context in Slack, Claude, your CRM and every agent, with every answer traced to real conversations.

AUTOMATE

Workflows that fire on a threshold, route to one owner, and confirm the signal moved.

See it on your own feedback.

We connect a couple of your sources and stand up your taxonomy on your real data. By the end you'll know whether this is real: on your feedback, not a demo.

[BOOK A DEMO](#)

[INTERPRET.COM](#)

