



Voice of the Customer Receipt Survey

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Introduction

Voice of the Customer (VOC) survey feedback is collected by THD from our customers who enter our online survey based on the invitation that prints out at the bottom of our register receipts. These receipts contain a user ID and password for customers to use to access the survey website.

Survey results are reported out by store to show how customers perceive stores on several different aspects. It is very important that the surveys only be filled out by customers and not by associates. See below for the acceptable and unacceptable store practices associated with the VOC receipt survey.

Acceptable VOC practices

For administrating the VOC receipt survey, the following practices are acceptable:

- Consistently ask customers to complete the VOC receipt survey.
 - Highlight the VOC receipt survey invitation section on a customer's receipt.
 - Take action on weekly VOC comments and scores to improve results (such as educating and retraining associates on FIRST behaviors).
 - Celebrate VOC store accomplishments and individual associate performance.
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Unacceptable VOC practices

For administrating the VOC receipt survey, the following practices are unacceptable:

- THD associates may not complete the VOC receipt survey for any reason. Associates who make purchases at THD and have feedback should give their feedback to a member of management.
 - Customers may not take the survey from an in-store computer or tablet. Surveys from a THD IP address will not be included in the survey ratings.
 - Do not offer incentives to customers to complete the survey (such as free products, discounts).
 - Do not request customers to give a particular rating.
 - Do not use VOC business cards or other printed materials to influence participation or ratings (other than the POS receipt survey invitation).
 - Do not have signage that influences customers toward a specific rating.
 - Do not write an associate's name on a receipt. This gives an unfair advantage to Cashiers and Designers over Sales Associates who do not have this opportunity.
 - Do not complete a survey for a customer.
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Questions

For general questions contact your SM or DM.

Questions or comments about information in this publication?
Contact Consumer Insights at VOC_Questions@homedepot.com

Questions about or problems with the Store System?
Call the Technology Support Desk at 800-791-2750

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