

WHY CONDUCT A VOICE OF THE SUPPLIER SURVEY WITH WORLDCC?

Understanding how suppliers experience their relationship with your organization is essential to improving performance, trust, and long-term value. WorldCC's Voice of the Supplier survey provides a credible, independent way to gather that insight, directly from those who deliver your services and solutions.



TRUSTED INDEPENDENCE = HONEST FEEDBACK

As a not-for-profit global association, WorldCC has no commercial bias. Suppliers know we are neutral, which makes them far more willing to be open and honest in their responses. This leads to higher-quality data and richer insights than you'll typically get from internally run surveys.

Key benefit: More authentic and accurate supplier feedback.



HIGH RESPONSE RATES THROUGH CREDIBILITY AND REACH

Many suppliers recognise WorldCC as a global authority. With our international network and practitioner-led community, we typically secure strong and timely participation.

Key benefit: Stronger supplier engagement and broader representation.



EXPERT RESEARCH TEAM AND ADVANCED TOOLS

Our experienced research professionals use state-of-the-art tools to design, deliver, and analyse the survey. We shape the right questions, manage data integrity, and translate findings into actionable insights, not just statistics.

Key benefit: High-quality survey design, analytics, and tailored reporting.



ACTIONABLE INSIGHTS, NOT JUST DATA

Our goal is to provide insights that pinpoint strengths, identify risk areas, and indicate your performance against industry trends. We help you interpret the results and link them to practical improvements in supplier relationship management.

Key benefit: Clear, strategic value from every response.

The Bottom Line

If you want to understand how to become a customer of choice, build stronger partnerships, and address the hidden frictions in your supply base, the Voice of the Supplier survey is a proven, powerful tool.