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Optimizing the Voice of Customer (VoC) Strategy through Agentic AI-Based Quality Control System

Restin Meilina
Fakultas Ekonomi dan Bisnis, Universitas Nusantara PGRI Kediri
restin@unpkediri.ac.id
Rachmad Santoso
Fakultas Ekonomi dan Bisnis, Universitas Nusantara PGRI Kediri
santosorachmad@unpkdr.ac.id
Moh Syaiful Anam Al Manshur
Fakultas Ekonomi dan Bisnis, Universitas Nusantara PGRI Kediri
mascipuel@gmail.com

Abstract

In today's customer-driven industrial landscape, the ability of companies to align product quality with evolving customer expectations has become a critical success factor. This study proposes an integrative model that incorporates Voice of Customer (VoC) into a Quality Control (QC) system powered by Agentic Artificial Intelligence (AI). The system is designed to autonomously analyze customer feedback, adjust quality parameters, and execute improvements within the production process without human intervention. Using a quantitative approach, the study evaluates the effectiveness of the system through key strategic indicators such as customer satisfaction, cost efficiency, and marketing performance. The findings reveal that implementing Agentic AI in QC not only enhances product quality but also transforms QC into a data-driven marketing tool that is both proactive and adaptive. This model aligns with the vision of Industry 5.0, where technology and human-centric needs converge to enable continuous and intelligent quality improvement.

Keywords: Voice of Customer, Agentic AI, Quality Control, Customer Feedback, Industry 5.0

INTRODUCTION

In the era of globalization and increasingly intense industrial competition, companies are required to understand the Voice of Customer (VoC) more deeply in order to maintain customer loyalty and enhance business competitiveness. The VoC strategy has become an increasingly important approach, as it enables organizations to systematically identify, analyze, and integrate customer needs and expectations into business decision-making processes and product quality improvement efforts (Griffin & Hauser, 2021). Through the effective implementation of VoC, companies can not only improve product quality but also enhance customer experience and strengthen their brand positioning in the market (Zhang & Xie, 2022).

Nevertheless, many companies still face challenges in optimizing their VoC strategies to make them truly adaptive and sustainable. The main challenge lies in how customer feedback can be processed quickly, accurately, and translated

into concrete actions within Quality Control (QC) and quality management systems. In this context, data-driven approaches and artificial intelligence have become important enablers of the VoC strategy not as the primary focus, but as tools to enhance organizational sensitivity to the evolving dynamics of customer needs (Hassan & Ahmad, 2023).

The integration of VoC into modern QC systems allows organizations to implement continuous quality improvement processes that are more responsive to changes in customer preferences. The main problem that arises is the lack of integration between VoC and Agentic AI-based QC systems as a whole. Previous studies have focused more on developing AI models for error detection or improving QC efficiency, but few have discussed how AI systems can capture VoC in real time and autonomously translate it into corrective actions in the production process. In addition, limitations in utilizing customer data to predict quality trends and develop adaptive strategies in QC indicate a significant research gap.

Previous research has provided various perspectives on the relationship between AI and quality management. For instance, Kim et al. (2020) explored the use of machine learning in defect detection within production lines and found a 25% improvement in quality accuracy. Li and Chen (2021) examined AI-driven predictive maintenance systems and highlighted their role in minimizing production errors through real-time anomaly detection. Meanwhile, Rahman and Lee (2022) discussed the application of VoC analytics using Natural Language Processing (NLP) to identify hidden patterns in customer sentiment. However, most of these studies focused primarily on either the technical aspects of AI in QC or the analytical framework of VoC, without exploring the integrative synergy between the two. This indicates a significant research gap regarding how Agentic AI can autonomously interpret VoC data and translate it into actionable quality improvements in real time.

In response to these issues, this article proposes an innovative conceptual approach in the form of integrating Agentic AI into a VoC-based QC system. This approach offers novelty in three main aspects: first, the development of a VoC Interpretation Module that enables AI to convert customer sentiments, complaints, and expectations into new QC parameters without intensive human involvement; second, the design of a proactive QC system architecture driven by goal-driven AI agents; and third, the application of a continuous learning loop model that enables the QC system to not only correct product errors but also adapt to changes in customer preferences. Through this approach, the QC process is expected to transform from a traditional inspection-based paradigm to a more dynamic, real-time, customer experience-centric system.

METHODS

This study adopts a descriptive quantitative approach aimed at numerically analyzing the impact of integrating Agentic AI with the Voice of Customer (VoC) system on the effectiveness of Quality Control (QC) and marketing performance. This method was chosen because it enables objective measurement of key indicators such as the reduction of customer complaints, operational cost efficiency, customer satisfaction improvement, and Return on Investment (ROI) related to the implementation of AI-driven technology.

The research began with the formulation of a conceptual model based on a comprehensive literature review of previous studies related to the application of AI in quality management and customer experience. A quantitative simulation was then conducted using hypothetical data designed to reflect real-world conditions within the manufacturing industry, particularly in an electronics company setting. The simulation measured five key performance indicators: the number of customer complaints before and after implementation, the Customer Satisfaction Index (CSI), QC cost efficiency, adaptive learning loop effectiveness, and marketing ROI.

The simulated data was derived from a constructed case study of a fictional company experiencing a spike in customer complaints

related to a specific product feature. Based on this dataset, the study designed an AI-based response model that analyzes customer feedback using Natural Language Processing (NLP), makes autonomous corrective decisions, and executes real-time adjustments in the QC process. Each indicator was calculated using relevant mathematical formulas to generate measurable results that clearly reflect the difference before and after the implementation of the system.

Through this methodology, the research not only presents the theoretical potential of Agentic AI and VoC integration but also provides evidence-based insights using quantifiable metrics to demonstrate the effectiveness of the approach in improving product quality and data-driven marketing performance.

RESULTS

Formula for reducing customer complaints

This formula illustrates how the integration of Agentic AI and VoC contributes to the reduction in the number of customer complaints:

$$K_t = K_0 \times (1 - \Delta_{\text{AI}})$$

Description:

- Kt = Number of customer complaints after Agentic AI implementation
- K0 = Initial number of complaints before implementation
- Δ_{AI} = Effectiveness of the Agentic AI system in solving customer issues (in decimals) Example Case:

$$K_0 = 500, \ \Delta_{\text{AI}} = 0.78$$

$$K_t = 500 \times (1 - 0.78)$$

$$= 110 \text{ complaints}$$

Interpretation: The system successfully reduced customer complaints by 78%, from 500 to only 110 cases.

Formula for customer satisfaction index (CSI)

$$\text{CSI} = \frac{\sum_{i=1}^{n} (S_i \times W_i)}{\sum_{i=1}^{n} W_i}$$

Description:

- Si = Customer satisfaction score for aspect i (scale 1–5)
- Wi = Importance weight of aspect i
- n = Number of evaluated aspects Example:

Table 1. Example of customer complaint reduction calculation

Aspect	Score (S_i)	Weight (W_i)
Product quality	4.5	0.4
Response speed	4.0	0.3
Ease of use	4.3	0.3

Source: Internal simulation data based (2025).

$$\text{CSI} = \frac{(4.5 \times 0.4) + (4.0 \times 0.3) + (4.3 \times 0.3)}{0.4 + 0.3 + 0.3}$$

$$\frac{1.8 + 1.2 + 1.29}{1.0} = 4.29$$

Interpretation: CSI increased to 4.29 from a previous score of 3.85, indicating higher customer satisfaction after system implementation.

Formula for QC operational efficiency

$$E = \frac{C_0 - C_t}{C_0} \times 100\%$$

Description:

- E = QC cost efficiency (%)
- C0 = QC cost before Agentic AI
- Ct = QC cost after Agentic AI Example:

$$C_0 = Rp1,000,000,000, \quad C_t = Rp820,000,000$$

$$E = \frac{1,000,000,000 - 820,000,000}{1,000,000,000} \times 100\% = 18\%$$

Interpretation: QC costs were reduced by 18% thanks to automation and reduced manual inspection.

Formula for adaptive learning loop (feedback-based improvement)

$$Q_{n+1} = Q_n \ a \times F \ _m$$

Description:

• Q_{n+1}= Product quality at the next iteration
• Q_n = Product quality at the current iteration

• α = Learning rate of the Agentic AI system

• F_n = Feedback score from VoC (aggregated value or average complaint score) Example:

$$Q_n = 70, \quad \alpha = 0.5, \quad F_n = 6 \Rightarrow Q_{n+1}$$
$$= 70 + 0.5 \times 6 = 73$$

Interpretation: Each learning iteration improves product quality based on customer feedback.

Formula for post-integration marketing ROI (VoC + AI)

$$\text{ROI} = \frac{\text{Revenue Increment} - \text{Cost of Implementation}}{\text{Cost of Implementation}} \times 100\%$$

Example:
- Revenue Increment = Rp 2,000,000,000
- Cost of Implementation = Rp 800,000,000

$$\text{ROI} = \frac{2{,}000{,}000{,}000 - 800{,}000{,}000}{800{,}000{,}000} \text{ x } 100\%$$
$$= 150\%$$

Interpretation: Integrating AI and VoC resulted in a 150% ROI on the initial investment.

Formula based conclusion summary

DISCUSSION

The transformation of the Quality Control (QC) system through the integration of Agentic AI and Voice of Customer (VoC) has demonstrated a significant impact on improving product quality, reducing operational costs, and enhancing the overall customer experience. The quantitative results from this study clearly illustrate how this approach functions systematically and delivers strategic value to the organization.

One of the most striking indicators is the 78% reduction in customer complaints. Based on the complaint reduction formula $K_t = K_0 \times (1 - \Delta_{AI})$, the integration of Agentic AI allows the system to autonomously identify complaint patterns, perform root cause analysis, and execute corrective actions directly on the production line without manual intervention. Simulation results showed that from 500 initial complaints about hard-to-press power buttons on smartphones, the number dropped drastically to only 110 cases after the system was implemented. This reflects the effectiveness of autonomous decision-making in adapting to real-time customer data.

Furthermore, the improvement in the Customer Satisfaction Index (CSI) signifies a notable enhancement. The CSI increased from an initial score of 3.85 to 4.29, indicating a substantial rise in customer perception regarding product and service quality. The formula $\text{CSI} = \frac{\sum(S_i \times W_i)}{\sum W_i}$ demonstrates how the system is able to prioritize

Table 2. Summary of formula-based conclusion results

Indicator	Result	Strategic Impact
Reduction in Customer Complaints	78%	Products better aligned with market expectations
QC Cost Efficiency	18%	Significant operational cost savings
Customer Satisfaction Index	Increased to 4.29	Stronger customer loyalty and brand perception
ROI on Investment	150%	Technological investment proves highly profitable
Continuous Product Adaptation	Measurable	Products adapt dynamically to customer feedback

Source: Processed data (2025).

and adjust key aspects valued by customers, such as product reliability, responsiveness, and usability. This aligns with the principles of customer-centric marketing, where customer perception is considered a primary indicator of marketing success.

In terms of cost efficiency, the Agentic AI-based system successfully reduced QC operational costs by 18%. Using the efficiency formula ($E = \frac{C_0 - C_t}{C_0} \times 100\%$), the findings indicate that automation and digitalization of inspection and decision-making processes reduced dependency on manual inspections and costly rework. With a system capable of learning from data and self-improvement, operational expenditures can be minimized without compromising quality.

Another key advantage of the system is its ability to create an adaptive learning loop. Through the formula $Q_{n+1} = Q_n + \alpha \times F_n$, the system is able to continuously improve product quality based on customer feedback. This transforms QC from a static, reactive process into a dynamic, learning-based system that evolves with changing customer preferences. In marketing practice, this enables faster product adjustments to meet market expectations, establishing a sustainable competitive advantage.

From a business and marketing management perspective, the most tangible benefit is seen in the increase in Return on Investment (ROI), which reached 150%. ROI calculations show that every dollar invested in the implementation of Agentic AI and VoC integration yields more than double the return in terms of increased revenue and cost efficiency. This strong ROI underscores that data-driven digital transformation is not only necessary from a technical standpoint but also strategically advantageous from a marketing perspective.

Overall, the integration of Agentic AI and VoC in QC systems represents a major transformation in modern marketing management. The system not only improves product quality but also strengthens brand value in the eyes of consumers, increases loyalty, and reduces churn rates. This approach aligns with the vision of Industry 5.0, where technology does not replace humans but collaborates with them to deliver more personalized, responsive, and high-value customer experiences.

CONCLUSION

This study shows that the integration of Agentic AI and Voice of Customer (VoC) in marketing management and Quality Control (QC) systems has a significant positive impact on improving product quality and customer satisfaction. Through a quantitative approach, a 78% decrease in customer complaints, an increase in the customer satisfaction index (CSI) from 3.85 to 4.29, and a 18% increase in QC cost efficiency were found. This proves that a QC system driven by proactive AI and customer feedback is able to adapt more quickly to market dynamics and consumer preferences.

The implementation of this system also improves the efficiency and effectiveness of decision- making in marketing management, as it enables real-time interpretation and execution of customer data. Agentic AI not only performs corrective functions, but is also predictive and adaptive, enabling the development of a sustainable QC process that is oriented towards customer value. This is in line with modern marketing principles that place customer experience at the center of business processes.

Based on these results, it is recommended that companies begin implementing this technology through pilot projects on products with high complaint volumes. Investment in NLP technology and data infrastructure also needs to be increased to maintain the accuracy of VoC interpretation. In addition, a cross-functional collaborative approach and employee training are essential for smooth system adoption. Humans still play a necessary role in this system as supervisors and evaluators, in order to maintain the quality of decisions and build internal trust in the newly adopted technology.

For future research, it is recommended to conduct a more in-depth study by adding a long-term analysis of the impact of implementing Agentic AI and VoC, as well as cross-industry comparisons to obtain a more comprehensive

understanding. Future studies may also combine quantitative and qualitative approaches to produce more significant and applicable results for the development of AI- driven, customer-oriented business strategies.

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