

# Find Your Way With: Voice of the Customer Workshop

## Understanding Your Customers is Key to Driving Value and Innovation



Today it seems the only sustainable competitive advantage is for you to know your customers better than your competition. Successful organizations have a plan and structure in place to obtain and utilize customer feedback to improve customer satisfaction and identify new opportunities.

### WE ALL KNOW CUSTOMERS ARE EVERYTHING

No one becomes an industry leader without listening to the customer. Customer perceptions drive loyalty and repeat business. They have proven to be a very effective way to gather market insight and guide actions.

The voice of the customer is best heard as an ongoing conversation. When your customers share their voice in real-time with you and your organization, they expect you to listen, act and report back to them what steps you are taking to address their needs and improve their experiences. The key to creating an effective voice of customer (VOC) program is to gather and use information in an effective way that helps you ensure improvements.

### THE VOC PROCESS

**Capture:** Effective voice of the customer programs connect and engage with customers at key points in the customer experience.

**Analyze:** After capturing key insights, analyze feedback in real-time, and deliver clear and actionable insight to the right stakeholders.

**Act:** Successful programs allow you to rapidly act on real-time insight. Knowing where the problem areas are allows you and your team to take effective corrective action.

**Monitor:** Continuous monitoring helps you to track your results over time. Having a real-time pulse on your customers helps you uncover patterns to see where you are making improvements across the enterprise.

"Group Atlantic's guiding principle is to provide our customers exceptional quality and lasting value on every engagement."

**J. Scott Stribny**  
President & Founder

## Workshop Objectives

Upon completion participants will be able to:

- Clearly articulate the objectives for VOC data gathering
- Develop an effective guide for customer visits and interviews
- Conduct interviews that yield the right information at the right level of detail
- Assess the quality and quantity of VOC data gathered, deciding when enough has been collected
- Process VOC data transcripts to improve their clarity, usefulness to the project, and trace-ability
- Distill VOC data to uncover important messages and dynamics
- Translate 'raw' VOC data context and needs into readily review-able, measurable requirements

## Workshop Outline

### **Introduction**

- What is VOC?
- Importance of VOC

### **Voice of the Customer**

- Kano Model: Understanding Different Types of Needs
- Spoken & Unspoken Needs
- Identifying Opportunities to Excite
- Impact of the Customer Relationship on Capturing VOC
- Internal vs. External Perspective of Customer Needs
- Determining the VOC
- How Many Customers to Talk to?
- Customer Types
- Lead Users – Why They Are Important
- VOC Program Step-By-Step

### **VOC Methods & Framework**

- Starting Point: What Are the VOC Objectives
- Methods for Capturing VOC
- Sales Input – Common, But Limited
- Using Market Research
- Customer Interviews
- Focus Groups
- Why Observation is Important
- Ethnography – What? Why?
- Video Observation
- Address Internal & External needs
- Other VOC Sources

### **Capturing & Organizing the VOC**

- Setting Your Objective
- Analyzing, Organizing and Distilling Customer Needs
- Affinity Diagramming – A Method for Organizing VOC Data
- Creating Statements of Customer Needs
- Determining Importance by Ranking Customer Needs
- Maximizing Value with Conjoint Analysis
- Conjoint Analysis
- Documenting & Presenting VOC

### **Using VOC to Drive Product Development**

- Reporting & Using Results
- Features Without VOC?
- Using VOC for Product Extensions
- Prioritizing Customer Needs
- Introduction to Quality Function Deployment
- Documenting Product Requirements & Specifications
- Function Trees
- Using VOC & QFD for development
- Continuous VOC Intelligence

### **Planning Your VOC**

- VOC Plan Components
- Building your Plan

