

Research - Voice Of The Customer (VOC)

Services	Deliverables
▪ VOC Planning Meeting	<ul style="list-style-type: none">▪ 2-4 hour planning session to focus the structure and objectives▪ Identification of participants
▪ VOC Project Work	<ul style="list-style-type: none">▪ Gathering customer input
▪ VOC Report Meeting	<ul style="list-style-type: none">▪ 2-4 hour report session on findings

Voice of the Customer (VOC) Research

As business leaders, we often lose touch with and stop listening to the needs and wants of the very customers we mean to serve. Voice of the Customer is research designed to capture your customer's feedback regarding their experiences with, and expectations for your products or services.

Through The Voice of the Customer research process, customer's wants and needs are captured and organized in a hierarchal structure. They are then prioritized in terms of relative importance and satisfaction with current alternatives that exist for your customers. This also includes the customer's perceptions of quality and performance.

Voice of the Customer Research is analyzed and used to make data-driven improvements in current products and services, quality, and customer service. It is also used successfully as a springboard for new product and service innovations, by capturing customer's requirements your team is able to 'build-in" up front benefits and designs that customers want as well as establish a common language going forward in the development of new products.

Benefits of Voice of the Customer:

- Gain a deep understanding of customer issues or needs from the customer's perspective
- Improves the market success of new or redesigned products and services
- Improves decision-making on product development and marketing investments
- Provides focus areas for product development, product improvement and process improvements
- Uncovers areas of untapped business opportunities
- Improve relations between yourself and external customers
- Implement quick changes that customers are asking for
- Implementing objectives that meet customer needs
- Provides focus areas for product development, product improvement and process improvements
- Uncover unmet problems, needs, and wants

"Listening to your customers in order to improve, grow, and innovate."

