

Study Guide: Voice of the Customer



This course provides a foundational understanding of Voice of the Customer, or VoC.

VoC is a method for developing an understanding of the needs, requirements, and interests of potential customers before building and offering a product or service.

Introduction to Voice of the Customer

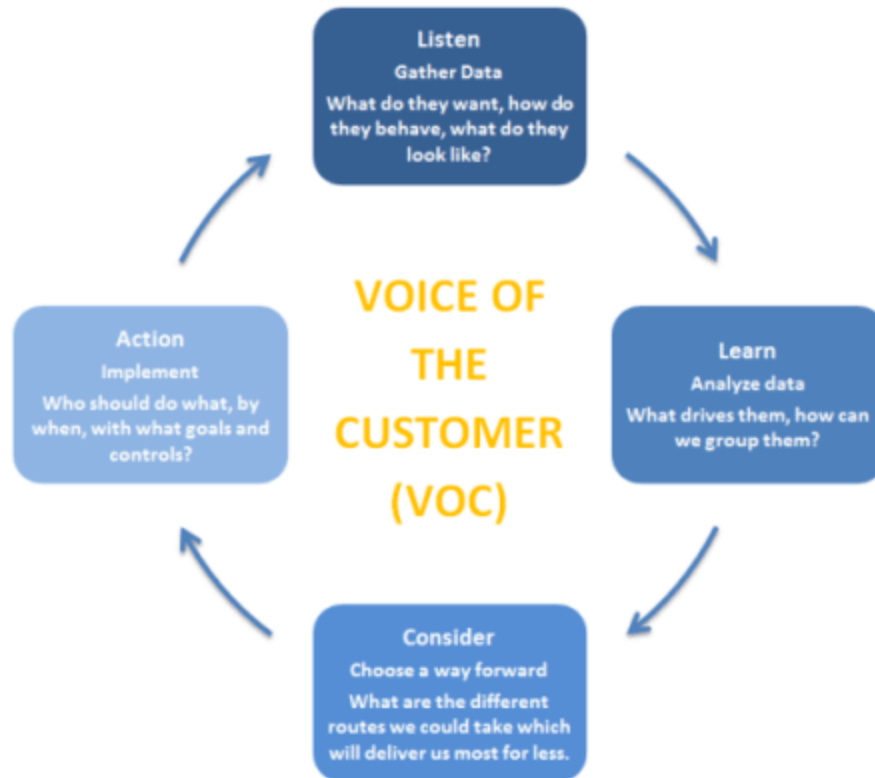
What is the Voice of the Customer (VoC)?

The VoC describes the wants and expectations of your internal and / or external customer base

The VoC should be considered at every stage of a given process

The VoC has become more and more popular over the last few years

How well a product or service meets the VoC determines how competitive it will be



How to Apply:

Find out what our customers want, do not tell them

Tools to use are surveys, focus groups, etc

You only need to meet their requirements. Its important to not that underdelivering and overdelivering can cause dissatisfaction. Consistency and reliability over time are key

Its also important to note that VoC is becoming more important due to social media. Online reviews can permanently damage a company or person's reputation

How to Conduct Voice of the Customer

You have to talk to customers in order to gain their input

VoC includes:

- Customer requirements and feedback
- Helps us define / prioritize improvements

- We have process to satisfy them!



Feedback. Chart with keywords and icons. Sketch

Examples of methods for collecting customer feedback:

- Interviews
- Observations
- Surveys
- Reviews
- ...and plenty more

When using observations, you want to go and see the customer using the product in their environment

Many platforms offer ratings and reviews to gather user experience data

Sentiment analysis tools enable you to monitor social media activity to discern what they might like or don't like about the process, product or service.

Its important to determine "who is the customer". There are two types of customer:

- External Customers - the paying customer or market being served
- Internal Customers - people who work within the company who use our product or service

Different customers often want different things

Prioritizing Customers

Different customers have varying levels of influence over our business' progress. Factors might include revenue, rank within the organization

Ensure we are talking to the right customer. We want to include the input of the experts in the space

Voice of the Customer Example

Surveys are a great tool for capturing the VoC

The key is to ask the right questions for assessing customer needs, requirements, and expectations



Avoid asking questions that require a yes or no answers. You often get more rich information if you use