

VOICE OF CUSTOMER

Voice of the Customer (VOC) captures how customers feel about their experience with a business, product and/or service.

The concept of “putting the customer first” is based on the fundamental assumption that most things done to increase customer satisfaction will have a favorable downstream effect on the business.

Top-performing businesses pay close attention to what their customers are saying. Whether it’s through surveys, social media, online review sites, online chats or a range of other communication channels, **VOC** holds the key to making informed business decisions.

Steve Jobs understood perfectly the importance of **VOC** “It’s not the consumers’ job to know what they want.” He says.

The **Voice of the Customer** process has important outputs and benefits for product developers.

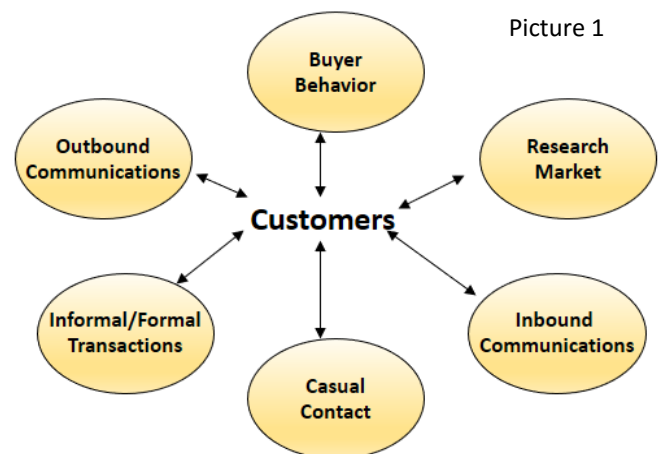
VOC provides:

- ✓ a detailed understanding of the customer’s requirements;
- ✓ a common language for the team going forward;
- ✓ key input for the setting of appropriate design specifications for the new product or service;
- ✓ a highly useful springboard for product innovation.

Sources of **Customer Voices** are presented in Picture 1.

Types of **VOC**:

- ✓ Complaints or Compliments;
- ✓ Product returns;
- ✓ Contract cancellations
- ✓ Market share changes;
- ✓ Change suppliers (customers);
- ✓ Customer referrals;
- ✓ Closure rates of sales calls ... and so on.



In **VOC** process we can work with Qualitative Data (Statements of satisfaction, needs, problems, “wishes” and general feedback) and this kind of data we will organize using Affinity Diagrams or performing Pareto Analysis to determine priorities.

If we have Quantitative Data we can perform statistical analysis (Pareto, Analysis Hypothesis/Inference Tests, Correlation/Regression Analysis).

Interviews and Survey are the most common **VOC** used. Interviews are useful at several points during the process of gathering customer needs and Survey purpose is to measure the needs - or the importance and performance of - a product, service.