VOICE OF THE CUSTOMER

IMPACT ON THE ORGANIZATION

What's the difference between a prosperous business and one in decline? For many, it's as simple as this: knowing who your customers *really* are, and what they *really* want. High profitability correlates more closely with *customer-perceived* quality than with market share or any other variable. When you give your customer a real voice in your business – about service, products, innovations, and even processes – you can dramatically improve your business. You may discover that you are providing services or products which aren't wanted or needed ... defining quality in ways your customers don't value ... or missing markets you ought to be attacking head on. Whatever you learn, you *will* be surprised – and the surprises you uncover will represent huge untapped opportunities.

LEARNING OBJECTIVES

- Identify your external and internal customers

- Determine your customers' *true* needs and expectations

- Gather "Voice of the Customer" data you can trust

- Identify areas for action based on what you've learned about your customers

TIME INVESTMENT: Typically 4 hours

This module helps participants discover who their external and internal customers *really* are, and gain an unprecedented understanding of those customers' *true* needs. Using multiple exercises and simulations, participants will learn how to inventory their current products and services, and align those offerings with what their customers actually want. Participants are given sample questions for customer interviewing, as well as practical guidance on interviewing "do's and don'ts." They perform practice interviews in preparation for a real customer interview after the training session ends. Once the practice interview is complete, participants create a customer action worksheet designed to help them implement their customers' requests. *This module is a prerequisite for "Implementing A Customer Service Plan," and this module's customer action worksheet is used in that follow-on module.*

CUSTOMIZATION

This program can be customized to reflect your organization's procedures, policies, cases, examples, and terminology. Please inquire about these optional consulting services.