

VOICE OF CUSTOMER BOOT CAMP



Voice of External Customer

- Also known as the “End Customer” receiving the final product or service.
- Focused on the Value for the External End Customer(s).
- Differentiate relative to Customer Segments or Customer Profiles.



Voice of Process

- The entire “Value Stream” or Process required to deliver and sustain the final product or service.
- Can incorporate many sub-processes that occur simultaneously, concurrently, or independently.



Voice of Internal Customer

- The key stakeholders who are involved and/or responsible for the customer interface, production and delivery of the final product or service to the External Customer.
- Provide inputs or responsible for the outputs related to the Process(es).



Voice of Business

- The highest level Business Objectives which are impacted or determined by the External Customer satisfaction of the delivery of the final product or service.
- Critical to understand how the business objectives are aligned/not-aligned to the External Customer’s interests.

AGENDA (3 DAYS ON-SITE OR VIRTUAL OPTIONS AVAILABLE)

3-DAY AGENDA	DESCRIPTION
DAY 1	Introduction to VOC Impact of not Applying VOC Common VOC Techniques
DAY 2	VOC Case Studies Assessing your Current State Qualitative vs. Quantitative Approaches VOC Hands-On Applications Pre-Work / Preparation for VOC Assess Your Real Challenge
DAY 3	Design your VOC Approach Try-storm your VOC Approach Build Your Action Plan Wrap-Up Summary



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VOICE OF CUSTOMER BOOT CAMP

WHAT IS A VOICE OF CUSTOMER BOOT CAMP?

- Voice of Customer Boot Camp is a hands-on workshop aimed at applying different Voice of Customer (VOC) techniques to gather insights towards a set objective.
- This technique can be utilized in commercial, transactional, and operations processes to identify areas for improvement and targeted countermeasures to deliver.
- Hands-on training in common VOC techniques with applied tools towards real objectives.
- Attendees will be able to identify the best approach for their objective and be prepared to build a framework and applied methodology toward the end objective.

WHEN TO USE VOICE OF CUSTOMER?



A Customer can be considered either an "INTERNAL" OR "EXTERNAL" Customer relative to your Product, Service, or Process within a Value Stream



Finding ways to improve Customer Experience to drive Brand Loyalty



Creating a clear measurement (KPI) for Customer Experience improvements



Setting Prioritization of Improvements to drive Performance Results



Seek out new, creative ways to build Competitive Advantage



Assess current & future market perceptions for Strategic Planning



Respond to the Needs, Wants, and Desires of your Customers

REQUEST A CONSULT:
INFO@LEANFOCUS.COM

How do I get started?

Schedule a Voice of Customer Boot Camp

Take the first step toward workspace transformation. Contact us today to schedule a consultation and discover how the Voice of the Customer can elevate your organization's operations.



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