VOICE OF THE CUSTOMER
2-DAY COURSE OUTLINE

Setting the Context for Success

8 Dimensions of Excellence framework
- Assessing your strengths on customer knowledge, strategy and improvement
- Customer-centered priorities at 4 strategic and tactical points
- Producer-centered priorities, where most change efforts focus
- Separating process, product and outcome expectations
- Aligning mission, strategy, values and behavior with customer values
- Case study: How a strategic plan-measures-responsibility map is structured for focus and deployability
- Application Tools:
    - Customer-Centered Culture Assessment
    - The 5 Whys to uncover customer-desired outcomes

Determining who "The Customer" really is
- Redefining work, service, and knowledge as tangible and measurable products
- How to organize products by family, sequence, dependency, and scope
- The fastest growing product category you could be in (but probably aren't yet)
- Laser focus on the right customer: three customer roles
- Strengthening your strategic initiative by empowering the right customers
- Application Tools:
    - Service Redefinition
    - Customer Roles and Power

Uncovering Customer Expectations
- The practices most often used to understand customers
- 10 reasons why surveys fail and how to get success
- Defining performance, perception and outcome expectations
- How to define and balance competing interests
- Demographics we easily miss
- The "word formulas" that always uncover what customers want
- How to separate the 12 critically different customer voices
- Application Tools:
    - The #1 characteristic driving the best customer-friendly products
    - A policy of satisfaction
    - Voice of the Customer, a simulation using your own data

Measuring Satisfaction with and without Surveys
- Taking the mystery out of what to measure while avoiding overkill
- How to translate squishy perceptions into objective criteria
- Characteristics of a good survey
- Application Tool:
    - Creating Measures

Connecting the Customer's Voice to Innovation and Product Design
- Convergent vs. divergent thinking: improvement and innovation
- Why no one really wants a better mousetrap
- 5 characteristics of "stuff that sucks"
- Application Tool:
  - The Product Design Table

Steps to Success
- Examples of application in industry and government
- Selecting the right targets for application
- How to get maximum impact
- The Action Plan