Voice of the Customer Interactive Webinar
Uncover, translate, balance and deliver what customers want

This 3.5-hour interactive webinar is a modified version of essential elements of the full-length workshop. It is designed to make your transformational efforts much easier, faster, and more impactful than anything you've seen or experienced. It is based on a brand-new way of thinking, new tools, and a proven track record of stunning results. It will benefit change leaders in all knowledge-intensive organizations.

Most executives and change leaders emphasize that customer satisfaction and excellent service are top priorities and keys to success. This session is all about how to achieve those goals with speed and simplicity. The answers use unconventional thinking to achieve outstanding results.

The magnitude of the challenge becomes clear when you ask any ten employees (a) what "service" means, (b) who "the customer" is or (c) what customers' top priorities are. How can we have evidence-based enterprise direction when we aren't clear who to get the evidence from or what to ask? We can fix this by using a new paradigm and pragmatic method for achieving unambiguous agreement on the answers to these essential questions. Your goals for understanding, measuring and satisfying customers are suddenly simplified and magic happens.

Who Should Attend

If you are impatient for transformative results and are an executive, change agent, product development manager, project leader, innovation leader, or Lean Six Sigma MBB, this jargon-free session is for you. Educational units (REUs) are available for ASQ members

Objectives

In only 3.5 hours, you will learn how to:
- Create the strategic framework for your VOC initiative
- Compare the most common ways to collect customer needs
- Avoid the ten most frequent failures of satisfaction surveys
- Determine who your customers **really are** in every context
- Use "word formulas" that always uncover priorities
- Connect customer satisfaction, service improvement and growth
- Translate subjective VOC data into objective, actionable data to support your project

Takeaways

- An easy to understand, logical method for defining what your customers want
- An Excellence Framework that balances customer and enterprise values
- A jargon-free language that eliminates ambiguity
- A clear roadmap for uncovering, translating and integrating voice of the customer with process, product development, innovation, measurement and demonstrable excellence
- The method to (a) differentiate 3 roles a customer can play in any context, (b) uncover customer priorities in any context, and (c) deploy the voice of the customer across silos

Course Outline

1. 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

2. Determining Who "The Customer" Really Is
   - 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

3. 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

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

Practitioner Results

- 450% improvement in problem diagnosis related to customer calls
- Delinquent account collection of $1.21 million
- Recognition in a prestigious national team competition
- Changed airline practices, resulting in best-in-class satisfaction and luggage handling
- Increased revenue for a financial firm by $48 million in 6 months by changing how new customers were engaged

Participant Comments

"We have considerably advanced our ability to satisfy customers, improve products and bring about sustainable change within our organization. I am pleased." Herbert S., Executive Director, **MSD**

"The ability of Mr. Lawton to take a complex process and present it in segments that makes it easy to "digest" is amazing. My expectations were to walk away from this session with a tool; my expectations were exceeded because I also gained insight--the concepts were enlightening. The examples provided were excellent and helped in connecting the dots. Thank you." Carolyn B., Outreach Coordinator, **Rutland Regional Medical Center**