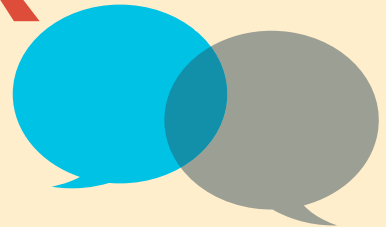


# THE REAL VALUE IN VOICE OF THE CUSTOMER

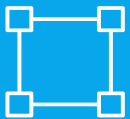
Focussing on the customer's needs is one of the 7 Laws of Lean and is a key element of the Six Sigma methodology.



## WHAT IS VOICE OF THE CUSTOMER (VOC)?



Focus on what the Customer deems as 'value'



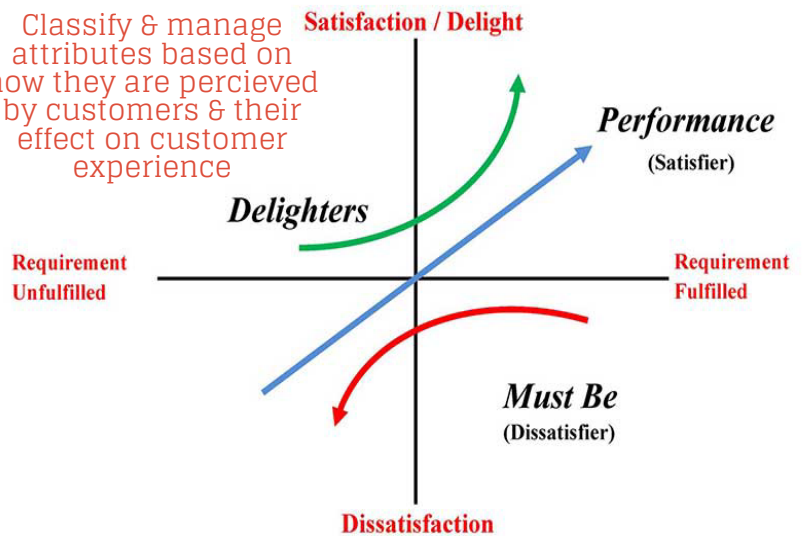
Canvas opinions, perceptions & suggestions



Validate and shape approach

## Kano Analysis

Classify & manage attributes based on how they are perceived by customers & their effect on customer experience



## 3 KEY STEPS TO CUSTOMER ENGAGEMENT

- 1 Asking the customer what they think & feel
- 2 Genuinely listening, hearing & understanding the customer
- 3 Actually doing something about it!

## How we can help...

We specialise in delivering organisational change through the use of improvement techniques such as Lean Six Sigma. All Lean Six Sigma Projects are initiated with focus on the 'Voice of the Customer' (VOC); that's what makes the methodology so effective. Planning and initiating a VOC program might seem daunting, but fear not, we take care of everything. From developing a creative theme to keep it all together, and defining the right questions, through to getting people to share what they think and feel, summarising results and developing a clear plan of action.

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