

# Voice of the Customer

15 April 2010, Singapore

Our **Voice of the Customer (VOC)** workshop is designed to build awareness on the importance of market research. Whilst market research companies usually focus on data collection and basic data analysis, their clients still need basic knowledge about selection of the right approach for VOC collection.

Having in mind the analysis method that will be applied after data collection serves as a guide to customise and fine-tune data collection strategy and tool set.

The overarching task of deploying a comprehensive data collection system can be complex, time-consuming and offers many pitfalls.

## Objectives

- ➔ To enable participants to design and analyse Voice of the Customer systems and to draw conclusions
- ➔ To enable participants to perform basic data analysis and to assess the results received from market research providers.

## Workshop Take-Aways

Participants will get to learn about the nuts and bolts of customer research. This workshop does not intend to replace the role of in depth customer research by market research providers.

However, it serves as an advanced introduction into the complex topic to make the right decision regarding important aspects of customer research.



## Workshop Facilitator

Dr Uwe H Kaufmann is the Managing Director of COE. He has extensive experience in implementing a variety of approaches to collect and analyse customer feed-back, to optimise and to redesign processes as well as to enable organisational redesign and change.

Uwe can be reached at [Uwe.Kaufmann@COE-Partners.com](mailto:Uwe.Kaufmann@COE-Partners.com).

## AGENDA

### 15 Types of VOC Collection

- About proactive and reactive data sources
- Call centre monitoring and casual contacts
- Conjoint measurements and incident evaluation
- Customer panels and focus groups
- Interactive research and observation
- Customer surveys

### Analysing VOC

- Organising VOC (affinity diagram, QFD, driver tree...)
- Translating VOC into process measures (QFD)
- Prioritising VOC (prioritisation matrix, Kano diagram, QFD, Jaccard Analysis)
- Calculating performance and importance scores
- Benchmarking

### Monitoring VOC

- Building VOC Dashboards
- Ongoing monitoring of VOC

### Implementing and Fine-Tuning VOC Systems

- Setting up a VOC system is an iteration
- Selecting the right way of VOC collection and analysis

### Exercises and Examples

## Registration

Fee: SGD 580 per participant. Discounts available for groups of 3 and more.  
Please register at <http://www.coe-partners.com/Surveys/CourseRegistration.html> or email us.