

Software support, Step 4



VoC-xml

An easy to use program to handle your value stories. Enables you to view and prototype your Value cards. The program will also configure your value stories into an xml-format. The xml-format is the preferred format if you need to send your value stories for translation. The xml-format is also used for exporting your data to the program VoC-cards.

- *visualizes Value cards*
- *printing of prototype Value cards*
- *exports/imports card data in xml-format*
- *based on Excel.*



VoC-translate

An easy to use program for handling value stories in multiple languages. Simple back and forth interaction with Google translate to control and check translations. Preview Value cards in two different languages side by side.

- *visualizes Value cards and displays two languages side by side*
- *facilitates translation to different languages*
- *interacts with Google translate*
- *exports/imports card data in xml format*
- *based on Excel.*



VoC-cards

An easy to use program to simplify the production of Value cards. Create print-ready PDFs you later can send to 8-step-VoC or a local print shop for printing. The program contains several alternative layouts of the Value cards. Import your data from VoC-xml or VoC-translate and your print-ready PDFs are made in an instant:

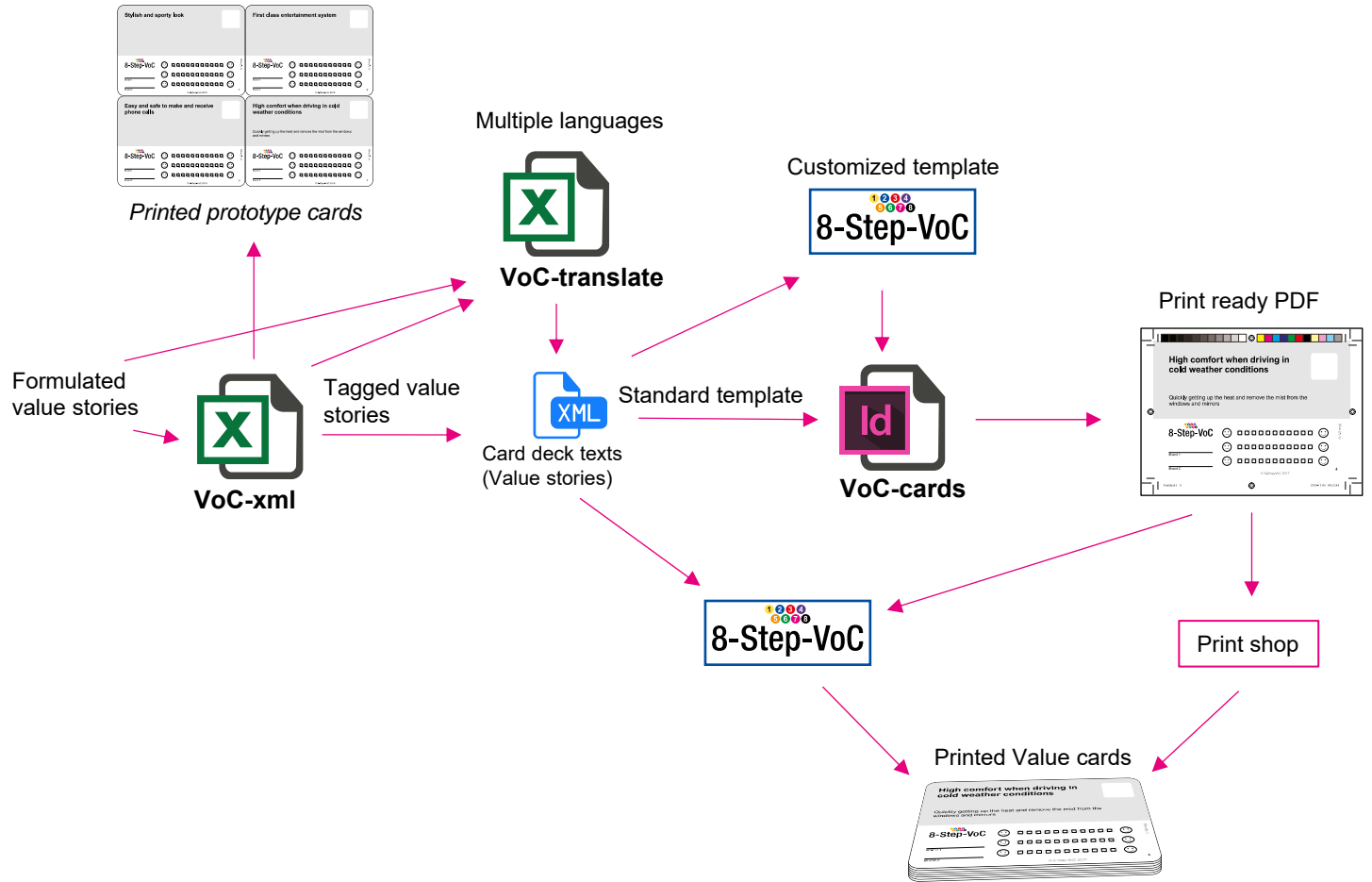
- *includes alternative templates for Value cards*
- *imports card data in xml-format*
- *creates print ready PDFs of Value cards*
- *based on InDesign*
- *can be updated with templates and fonts for simplified Chinese, traditional Chinese, Korean, Japanese, Thai, Hebrew, Arabic/Persian and Hindi.*

Flowchart, Step 4

Table of value

Delights
Spoken
Basic
Indifferent
Reverse

Carefully pick the best ones.



8-Step-VoC reserves the right to change the functionality of the programs at any time without prior notice.

VoC-xml



Main uses are to:

- print prototype Value cards to an office printer, with several design alternatives and your logo
- visualize the Value cards on the screen
- translates card data into xml-format for exchange of data with other modules.



Card deck texts
(Value stories)

High comfort when driving in cold weather conditions

Quickly getting up the heat and remove the mist from the windows and mirrors

8-Step-VoC (v 1.0 .eng)

Brand 1

Brand 2

© 8-Step-VoC 2018

4

Copyright 2018, 8-Step-VoC

Next card

Previous card

Prints four cards per page.

Use a scissor to separate the cards. Can be used in a field test.

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VoC-translate



VoC-
translate

Main uses are to:

- manage language versions of Value cards and facilitate translations
- export/import card data in a format preferred by translation agencies (xml)
- check the quality of a translation. Uses Google translate to translate back to the original language to make sure nothing is “lost in translation”.
- export card data to Word for spell checking
- compare original cards and translated cards side-by-side
- mail to local company offices for correcting translations and to ensure the right “jargon” is used
- export card data for import in the module VoC-Cards (InDesign template).



Card deck texts
(Value stories)

在寒冷的天气条件下驾驶时的舒适度高

快速起床，从窗户和镜子上清除雾气

8-Step-VoC (v 1.0. chi)

品牌1

品牌2

© Value Model 2016 4

Copyright 2017, 8-Step-VoC

Export to XML

Next card

Previous card

High comfort when driving in cold weather conditions

Quickly getting up the heat and remove the mist from the windows and mirrors

8-Step-VoC (v 1.0. eng)

Benchmark 1

Benchmark 2

© Value Model 2016 4

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VoC-cards



VoC-cards

Main uses are to:

- make print-ready PDF's of your Value cards
- includes several InDesign templates for the Value cards, sorting cards and backgrounds
- all cards texts in the template are xml tagged, i.e. just import card deck data from VoC-xml or VoC-translate
- handles Pan-European languages including Greek and Cyrillic scripts
- complementary templates for other languages such as Simplified and Traditional Chinese, Korean, Japanese, Thai, Hebrew, Arabic/Persian and Hindi
- uses high-quality fonts that either comes with Windows 10, Adobe InDesign or are open fonts (i.e. no need for font licenses)



Card deck texts
(Value stories)

High comfort when driving in cold weather conditions

Quickly getting up the heat and remove the mist from the windows and mirrors

8-Step-VoC ☹️ □ □ □ □ □ □ □ □ □ □ □ □ ☺️ (x 1,0-avg)

Brand 1 ☹️ □ □ □ □ □ □ □ □ □ □ □ □ ☺️

Brand 2 ☹️ □ □ □ □ □ □ □ □ □ □ □ □ ☺️

© 8-Step-VoC 2017

Untitled-1 4 2018-12-05 08:25:44

8-Step-VoC reserves the right to change the functionality of the programs at any time without prior notice.



Easy to use templates that simplify the production of the VoC-leaflet. The VoC-leaflet contains customer profiling data on one side and the instructions for sorting and benchmarking the Value cards on the other side.



- *design your leaflet*
- *available both in PowerPoint and InDesign format*
- *creates your print-ready PDF for the VoC-leaflet.*

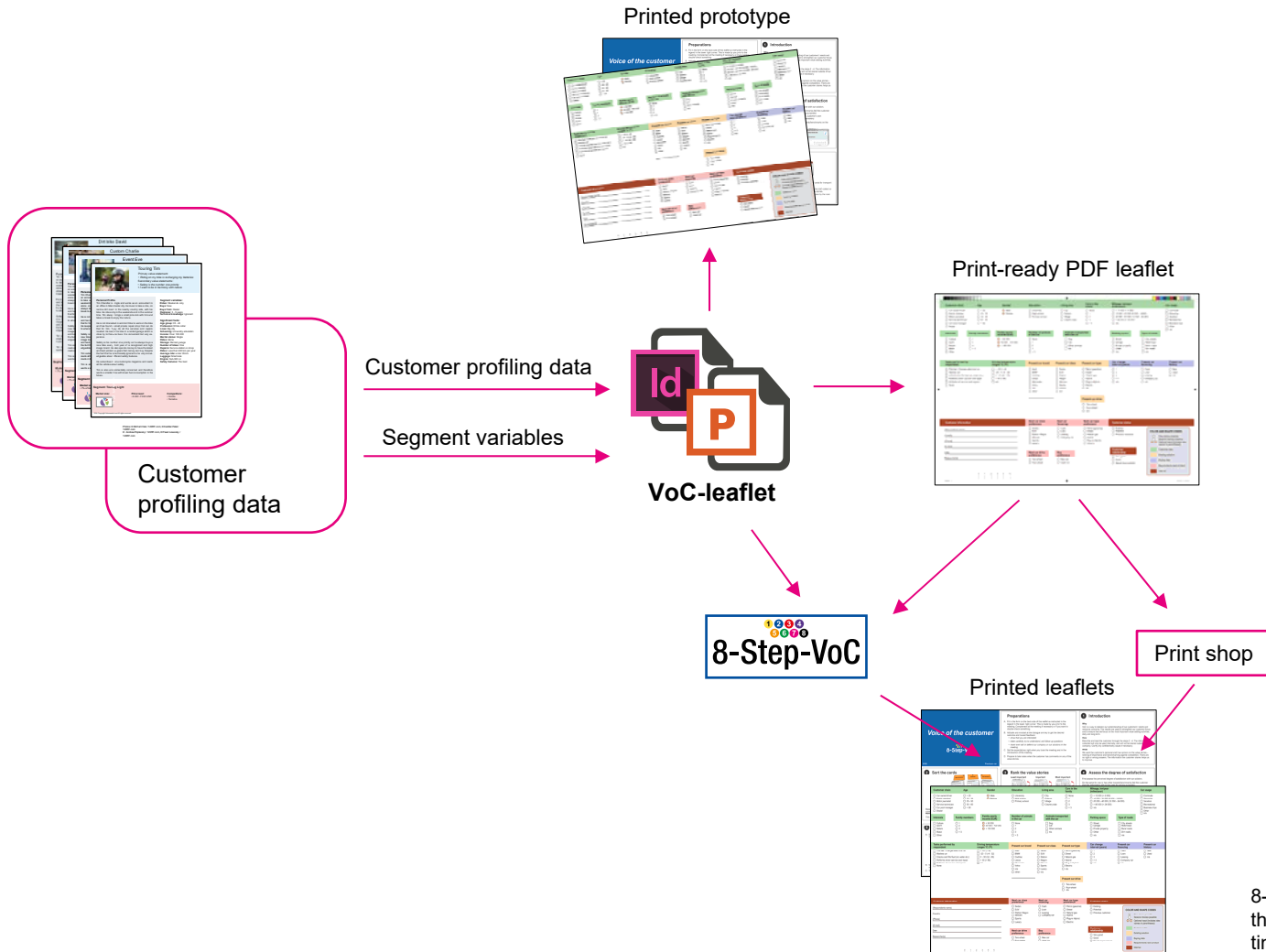
VoC-leaflet

There are three different variants of templates, with instructions for sorting and benchmarking the Value cards, included:

- *Customer template, used when a researcher is not present with the customer during the card deck sorting. Can be used if you mail the Value cards and the leaflet to the customer.*
- *Research template, used when a researcher is present during the card deck dialogue and can guide the customer through the different game-mechanics.*
- *Sales tool template, used when the card deck dialogue is integrated into the sales process and the researcher wants to make follow-up questions.*

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Flowchart, Step 5



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VoC-leaflet



Main uses are to:

- make print-ready PDFs of your VoC-leaflets
- enables you to be independent of graphical designers when creating the VoC-leaflet. This saves you enormous amounts of time and money.
- input to VoC-collect (see Step 6).

1 Background

2 Introduction

Preparations

1 Introduction

2 Sort the cards

3 Rank the value stories

4 Assess the degree of satisfaction

5 Elaborate on selected cards

6 Finalize and close the meeting

7 Assemble and transfer

Voice of the customer

8-Step-VoC

Your main role	Age	Gender	Education	Living area	Cars in the family	Mileage, km/year (estimated)	Car usage
<input type="checkbox"/> Car dealer/liner <input type="checkbox"/> Family member <input type="checkbox"/> Motor journalist <input type="checkbox"/> Service technician <input type="checkbox"/> Car pool manager <input type="checkbox"/> Dealer	<input type="checkbox"/> < 25 <input type="checkbox"/> 25 - 35 <input type="checkbox"/> 35 - 50 <input type="checkbox"/> 50 - 65	<input checked="" type="radio"/> Male <input type="radio"/> Female	<input type="checkbox"/> University <input type="checkbox"/> High school <input type="checkbox"/> Primary school	<input type="checkbox"/> City <input type="checkbox"/> Suburbs <input type="checkbox"/> Village <input type="checkbox"/> Country side	<input type="checkbox"/> None <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> > 3	<input type="checkbox"/> < 10 000 <input type="checkbox"/> 10 000 - 20 000 (8 000 - 12 000) <input type="checkbox"/> 20 000 - 40 000 (12 000 - 24 000) <input type="checkbox"/> > 40 000 (> 24 000)	<input type="checkbox"/> Commute <input type="checkbox"/> Shopping <input type="checkbox"/> Leisure <input type="checkbox"/> Recreational <input type="checkbox"/> Business trips <input type="checkbox"/> Other <input type="checkbox"/> N/A
Customer chain	Age	Gender	Education	Living area	Cars in the family	Mileage, km/year (estimated)	Car usage
<input type="checkbox"/> Car dealer/liner <input type="checkbox"/> Family member <input type="checkbox"/> Motor journalist <input type="checkbox"/> Service technician <input type="checkbox"/> Car pool manager <input type="checkbox"/> Dealer	<input type="checkbox"/> < 25 <input type="checkbox"/> 25 - 35 <input type="checkbox"/> 35 - 50 <input type="checkbox"/> 50 - 65	<input type="radio"/> Male <input checked="" type="radio"/> Female	<input type="checkbox"/> University <input type="checkbox"/> High school <input type="checkbox"/> Primary school	<input type="checkbox"/> City <input type="checkbox"/> Suburbs <input type="checkbox"/> Village <input type="checkbox"/> Country side	<input type="checkbox"/> None <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> > 3	<input type="checkbox"/> < 10 000 <input type="checkbox"/> 10 000 - 20 000 (8 000 - 12 000) <input type="checkbox"/> 20 000 - 40 000 (12 000 - 24 000) <input type="checkbox"/> > 40 000 (> 24 000)	<input type="checkbox"/> Commute <input type="checkbox"/> Shopping <input type="checkbox"/> Leisure <input type="checkbox"/> Recreational <input type="checkbox"/> Business trips <input type="checkbox"/> Other <input type="checkbox"/> N/A
Interests	Family members	Family yearly income (EUR)	Number of animals in the car	Animals transported with the car	Parking space	Type of roads	
<input type="checkbox"/> Culture <input type="checkbox"/> Sport <input type="checkbox"/> Music <input type="checkbox"/> Other	<input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> > 3	<input type="checkbox"/> < 50 000 <input checked="" type="checkbox"/> 50 000 - 100 000 <input type="checkbox"/> > 100 000	<input type="checkbox"/> None <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> > 3	<input type="checkbox"/> Dog <input type="checkbox"/> Cat <input type="checkbox"/> Other animals <input type="checkbox"/> N/A	<input type="checkbox"/> Street <input type="checkbox"/> Garage <input type="checkbox"/> Private property <input type="checkbox"/> Other <input type="checkbox"/> N/A	<input type="checkbox"/> City streets <input type="checkbox"/> Motorways <input type="checkbox"/> Rural roads <input type="checkbox"/> Dirt roads <input type="checkbox"/> N/A	
Tasks performed	Driving temperature (°C (°F))	Present car brand	Present car class	Present car type	Car usage (interval years)	Present car seating	Present car history
<input type="checkbox"/> Fine tune / Change engine oil <input type="checkbox"/> Washes car <input type="checkbox"/> Checks and fills fluid (oil, water etc.) <input type="checkbox"/> Performs minor service and repair <input type="checkbox"/> Performs all service and repairs <input type="checkbox"/> None	<input type="checkbox"/> < 20 (< 40) <input checked="" type="checkbox"/> 20 - 24 (32) <input type="checkbox"/> 25 - 29 (30-32) <input type="checkbox"/> 30 - 35 (30-65) <input type="checkbox"/> > 35 (> 65)	<input type="checkbox"/> Audi <input type="checkbox"/> BMW <input type="checkbox"/> Cadillac <input type="checkbox"/> Lexus <input type="checkbox"/> Mercedes <input type="checkbox"/> Volvo <input type="checkbox"/> Other	<input type="checkbox"/> Sedan <input type="checkbox"/> SUV <input type="checkbox"/> Hatchback <input type="checkbox"/> MPV <input type="checkbox"/> Other	<input type="checkbox"/> Petrol/gasoline <input type="checkbox"/> Diesel <input type="checkbox"/> Hybrid gas <input type="checkbox"/> Electric <input type="checkbox"/> N/A	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> > 3	<input type="checkbox"/> Cloth <input type="checkbox"/> Leather <input type="checkbox"/> Company car <input type="checkbox"/> N/A	<input type="checkbox"/> None <input type="checkbox"/> Used <input type="checkbox"/> Leasing <input type="checkbox"/> Company car <input type="checkbox"/> N/A
Information on	Next car class preference	Next car type preference	Next car class preference	Next car type preference	Customer status		
Your name Address Country (Postal) (E-mail) (Phone) Date	<input type="checkbox"/> Sedan <input type="checkbox"/> SUV <input type="checkbox"/> Hatchback <input type="checkbox"/> MPV <input type="checkbox"/> Luxury	<input type="checkbox"/> Petrol/gasoline <input type="checkbox"/> Diesel <input type="checkbox"/> Hybrid gas <input type="checkbox"/> Electric	<input type="checkbox"/> Sedan <input type="checkbox"/> SUV <input type="checkbox"/> Hatchback <input type="checkbox"/> MPV <input type="checkbox"/> Luxury	<input type="checkbox"/> Petrol/gasoline <input type="checkbox"/> Diesel <input type="checkbox"/> Hybrid gas <input type="checkbox"/> Electric	<input type="checkbox"/> Existing <input type="checkbox"/> Potential <input type="checkbox"/> Previous customer		

8-Step-VoC reserves the right to change the functionality of the programs at any time without prior notice.

Software support, Step 6



VoC-quickstart

Facilitates the initial configuration of VoC-analyze.

- *creates and exports configuration data to the VoC-analyze programs*
- *based on Excel.*



VoC-input

Inputs result from card deck dialogues, exports the data in a format readable by the 8-Step-VoC software modules. The program also creates a simplified SWOT for a maximum of 8 decks of cards.

- *exports data to the VoC-analyze programs*
- *SWOT analysis for up to 8 decks of Value cards*
- *can import and decrypt data from VoC-collect*
- *based on Excel.*



VoC-collect

Speeds up, simplifies and secures input of results from card deck dialogues. Designed to be used by people with little or no training. Intended to be used by people in the field in different countries. Encrypts the data and creates an email with the results as an attachment. A configurable “thank-you” email is also generated to the customer in the same language as the Value cards. The email also includes the top five value statements if required.

- *creates email for transfer of encrypted data to the database responsible*
- *generates configurable “thank-you” email to the customer*
- *based on PDF and requires the free program Adobe Acrobat Reader for PC or Mac.*



VoC-convert

Decrypts the results mailed from the VoC-collect module and exports the data in a format readable by the 8-Step-VoC software modules.

- *exports data to the VoC-analyze programs*
- *imports and decrypts data from VoC-collect (a batch mode is built-in)*
- *based on Excel.*

8-Step-VoC reserves the right to change the functionality of the programs at any time without prior notice.

VoC-quickstart



Main uses are to:

- facilitate the initial configuration of VoC-analyze
- export data in a format that can be imported by the VoC-analyze programs for configuration.



Configuration data

Single choice or Multiple choice:
Mandatory or Optional input:

Single choice:
Only one alternative in the list can be selected.

Multiple choice:
Several alternatives in the list can be selected.

Mandatory input:
Data that must be provided in order to transfer data from a card deck dialogue to the database.

Optional input:
Typically, sensitive data that the customer might be unwilling to provide you (e.g. income, age, gender).

How to create a free text profiling data?
If you don't write any data in the list, the input will be free text input. E.g. an e-mail address.

	1	2	3	4	5
	Single choice Optional	Single choice Optional	Single choice Optional	Single choice Mandatory	Single choice Optional
Respondent name	Telephone	E-mail	Respondent role	Age	
1			Car owner/driver	< 25	
2			Family member	25 - 35	
3			Motor journalist	35 - 50	
4			Service technician	50 - 60	
5			Carpool manager	> 60	
6			Dealer		
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					

Export configuration data (XML)

Check spelling in Word

In VoC-leaflet, lists with profiling data are shape and color coded as:

- One choice possible
- Several choices possible
- Optional input (includes data names in parentheses)

When pasting data:
Paste data as Values (text) only!

Paste as text

For purchasers of the Prototype or Pilot packages:

The first three columns of profiling data are defaulted and locked (they are an integral part of the profiling folder which we provide together with the deck of cards).

Card #	Value statement (English)	User story (English)
1	Stylish and elegant look	A design that creates positive emotions like pride or a sense of achievement.
2	State of the art entertainment	An entertainment system adapted to and appreciated by all travelers in the car.
3	Easy and safe to make and receive phone calls	A system that doesn't interfere with driving and safety.
4	High comfort in all weather conditions	A system that quickly provides a pleasant environment and clear visibility through windows and mirrors.
5	Safe to drive on all roadways and traffic conditions	Smart support systems assist the driver in difficult situations.
6	Stable and secure traction in all weather conditions	Low risk of losing control over the car in severe weather conditions.
7	Superior visibility in all directions	No blind spots and no risk of being blinded by car headlights.
8	Exceptional safety	High safety for the driver, passengers, and pedestrians.
9	Comfortable for the driver and passengers	Supreme seating comfort and no road noise.
10	Shiny car withstanding dust and dirt	Easy to clean and car paint resistant to car wash.
11	Comfortable and non-drowsy driving experience	Excellent vehicle dynamics and driving characteristics.
12	Convenient storage spaces in the car	Easy to store things like refreshments and personal items needed during driving.
13	Minimal maintenance	Long time between service intervals and servicing the car is inexpensive.
14	Ample storage space for luggage	The trunk can accommodate large objects as golf bags and suitcases.
15	Intuitive and easy to understand controls	The controls are placed in familiar places and are easy to identify.
16	Low cost per mileage	Low consumption of consumables like fuel or power (energy).
17	Value for money	High level of satisfaction with the purchase.
18	Tidy and clean car interior	Easy to keep the car interior fresh and in order.
19	Low environmental footprint	Low emission of pollutants and low use of scarce metals and made of materials that can easily be recycled.

Page 05 text

Stylish and elegant look

A design that creates positive emotions like pride or a sense of achievement.



Copyright 2015, 8-Step-VoC

Note
The design of the Value card shown here will differ slightly from the printed cards (i.e. line breaks, fonts and font sizes will differ).

Usage of this software
This software is only intended to facilitate the initial configuration of the database program VoC-analyze. Subsequent configurations (adding or modifying cards, competitors, profiling data etc.) must be done in VoC-analyze.

Check spelling in Word

For purchasers of the Prototype or Pilot packages:

Notes on the layout of the cards
You have the option to replace the text ("your product") on the cards with a logotype. This can be done by uploading a PDF file with your logo together with this file.

Requirements for the PDF
The logotype should preferably be in vector format and in CMYK colors.

Next card

Previous card

8-Step-VoC reserves the right to change the functionality of the programs at any time without prior notice.

VoC-input



VoC-input

Main uses are to:

- handle results from card deck dialogues
- make a simple SWOT analysis for up to 8 decks of cards
- export data in a format that can be imported to the VoC-analyze programs (see Step 7)
- import and decrypt data from VoC-collect (see next page).



Card sorting data



Card sorting data (encrypted)

Respondent name	Telephone	E-mail	Customer chain	Age	Gender	Interests	Family members	Family yearly income (EUR)	Education
Henrik Krause	+45-234-1244-44	henrik.krause@thiscompany.com	Car owner/driver	35 - 50	Male	Sport	2		University

Data input:
 Headings in bold implies mandatory input.
 Headings in italics implies optional input.
 Underlined headings implies free text input.

Import card deck (XML file)

Copy top 5 to clipboard

Save card deck (DECK file)

Copy top 10 to clipboard

Clear all data

Use the drop-down menus in these boxes for choice 2, 3, etc.

Sport
Nature

Rank	Card #	Value statement (Premium car)	Audi A6	Lexus GS 350	Cadillac CTS	Comment on value statement
			0 - 5			
1	9	Comfortable for the driver and passengers during long road trips	4.0	2.0	3.0	comm 1
2	11	Comfortable and quiet driving experience	5.0	3.0	5.0	
3	1	Stylish and sporty look	5.0	3.0	4.0	
4	12	Convenient storage spaces in the car	4.0	2.0	3.0	
5	2	First class entertainment system	4.0	5.0	4.0	comm 5
6	14	Spacious trunk	3.0	3.0	3.0	
7	4	High comfort when driving in cold weather conditions	5.0	3.0	3.0	
8	6	Stable and secure traction in all weather conditions	4.0	3.0	3.0	
9	18	Effortless cleaning of the car interior	3.0	5.0	4.0	
10	17	Value for money	3.0	5.0	4.0	
11	3	Easy and safe to make and receive phone calls	4.0	4.0	3.0	
12	8	Exceptional safety	4.0	3.0	5.0	
13	15	Intuitive and easy to understand controls	3.0	3.0	3.0	
14	5	Easy to overtake other vehicles at all speeds	5.0	4.0	3.0	
15	16	Low cost per mileage	4.0	5.0	4.0	
16	13	Minimal maintenance	3.0	5.0	4.0	
17	7	Superior forward and side visibility at night	3.0	4.0	3.0	
18	10	The car looks great even in dirty condition	4.0	5.0	4.0	
19						
20						
21						
22						
23						
24						
25						
26						
27						
28						
29						
30						

Administrators "Copy" button

Clear all data

8-Step-VoC reserves the right to change the functionality of the programs at any time without prior notice.

VoC-collect



VoC-collect

Main uses are to:

- simplify and verify input of data from card deck dialogues
- mail the results to the person responsible for the database (encrypted xml file)
- mail a "thank-you" letter to the customer (in the same language as the cards)
- mail actions items (and top 5 value statements) to the researcher.

Information about you Full reset

(Respondents name)

Country Validate country

(Phone)

(E-mail)

Date Set date

Language on VoC cards:

Language on "thank you" letter:

Gender

Male

Female

Interests

Culture

Sport

Nature

Music

Other

Family members

1

2

3

> 3

Family yearly income (EUR)

< 50 000

50 000 - 100 000

> 100 000

Benchmark 1: For brands not in the drop-down list, write the brand in the cell.

Benchmark 2:

Navigate to next field by <Tab>

Rank	Card #	Value statement	We	Brand 1	Brand 2	Comment on value statement
1	9	Comfortable for the driver and passengers during long road trips	4.0	2.0	3.0	comm 1
2	11	Comfortable and quiet driving experience	5.0	3.0	5.0	
3	1	Stylish and sporty look	5.0	3.0	4.0	
4	12	Convenient storage spaces in the car	4.0	2.0	3.0	
5	2	First class entertainment system	4.0	5.0	4.0	comm 5
6	14	Ample storage space for luggage	4.0	5.0	4.0	
7	4	High comfort when driving	3.0	3.0	3.0	
8	6	Stable and secure traction				
9	18	Effortless cleaning of the car				
10	17	Value for money				2.1
11	3	Easy and safe to make and				
12	8	Exceptional safety				
13	15	Intuitive and easy to understand				
14	5	Easy to overtake other vehicles				
15	16	Low cost per mileage				
16	13	Minimal maintenance				
17	7	Superior forward and side				
18	10	The car looks great even in				
19						
20						
21						
22						
23						
24						
25						
26						
27						
28						
29						
30						

Premium car

8-Step-VoC

1. Save this file locally Check data before mailing

2. Mail results Check default mail program

To:

Cc:

Prepare email with results to VoC database admin and Cc

Prepare email with top 5 value statements and My actions to Cc

Prepare "thank you" email to customer Customize mail templates (set language on first input page)

Option to mail FDF file to Cc. The FDF file can be used to recreate the data by dropping it into this pdf file. Mail FDF file to Cc

8-Step-VoC reserves the right to change the functionality of the programs at any time without prior notice.

VoC-convert



VoC-convert

Main uses are to:

- decrypt data mailed from VoC-collect
- export data in a format that can be imported to the VoC-analyze programs (see Step 7)



Card sorting data



Card sorting data (encrypted)

<i>Respondents name</i>	<i>Telephone</i>	<i>E-mail</i>	<i>Your main role</i>	<i>Age</i>	<i>Gender</i>	<i>Interests</i>	<i>Family members</i>
Henrik Krausse	+45-234-1244 44	henrik.krausse@hiscompany.com	Car owner/driver	35 - 50	Male	Sport	2
						Sport	
						Nature	

Data input:
 Headings in bold implies mandatory input.
 Headings in italics implies optional input.
 Underlined headings implies free text input.

Import card deck (XML file)

Save card deck (DECK file)

Autoconvert multiple XML files

Clear all data

8-Step-VoC reserves the right to change the functionality of the programs at any time without prior notice.

Software support, Step 7



VoC-analyze

- Basic
- Professional
- Strategic

Powerful programs to visualize, analyze and document your VoC data. Provides multiple views of your data along with simple tools to drill down and see important details. Instead of spending numerous hours to program and configure your own Excel-sheets, VoC-analyze will provide the result in minutes.

- *advanced analysis and visualization of VoC data*
- *imports data from card deck dialogues, i.e. output data from VoC-input or VoC-convert*
- *advanced filtering options, i.e. define different subgroups of customers*
- *comes in three different versions; Basic, Professional and Strategic, with increasing analysis capabilities*
- *easy to upgrade between the different versions*
- *easy and fast to backup and restore the database and filter settings*
- *simple transfer of graphs to PowerPoint or Word for presentation of results*
- *provides tools to ensure GDPR compliance*
- *the license allows one installation of VoC-analyze for collecting results from one set of value cards*
- *can produce "Review"* versions of the database*
- *based on Excel.*

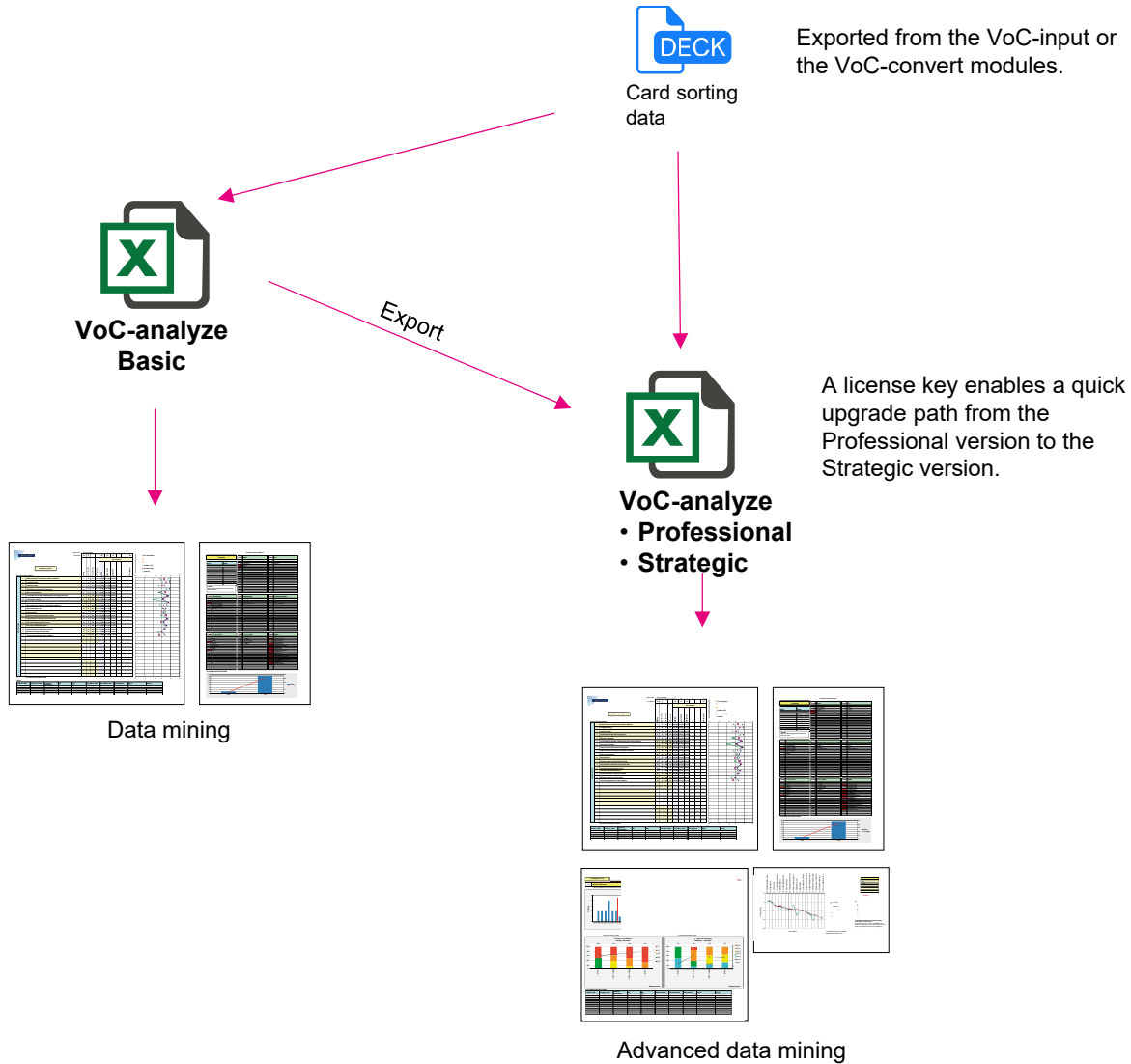
For more information on the VoC-analyze versions, visit the 8-Step-VoC homepage for videos demonstrating the capabilities.

***) Review version:**

- *a copy of the VoC-analyze program with full analyzing capabilities, but without the capability to add decks of cards*
- *has an expiration date, set by the database responsible, after which the database becomes unusable*
- *review versions can be spread within the licensing organization*
- *available on a try-out basis.*

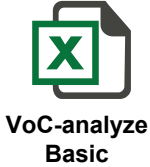
8-Step-VoC reserves the right to change the functionality of the programs at any time without prior notice.

Flowchart, Step 7



8-Step-VoC reserves the right to change the functionality of the programs at any time without prior notice.

VoC-analyze Basic



Description:

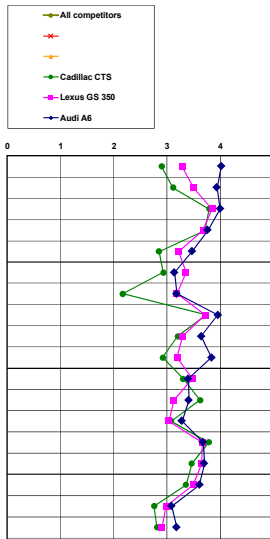
- an entry version of VoC-analyze suitable for a VoC study on a tight budget
- easy to upgrade to the Professional or the Strategic version.

8-Step-VoC

graph on/off: Min assessment

of decks: 40

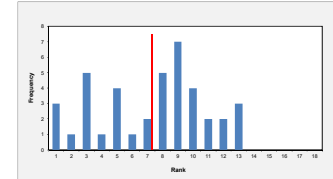
Value statements	Ranking	Number of cards	Average ranking	SD Dev ranking	Premium car			All competitors
					Audi A6	Lexus GS 350	Cadillac CTS	
6 Stable and secure traction in all weather conditions	1	40	4.6	3.6	4.0 (39)	3.3 (40)	2.9 (40)	3.1 (39)
8 Exceptional safety	2	40	5.1	4.2	3.9 (39)	3.6 (40)	3.1 (40)	3.2 (39)
11 Comfortable and quiet driving experience	3	40	7.0	3.7	4.0 (39)	3.8 (40)	3.8 (40)	3.8 (39)
9 Comfortable for the driver and passengers during long road trips	4	40	7.3	3.6	3.8 (39)	3.7 (40)	3.7 (40)	3.7 (39)
17 Value for money	5	40	7.9	4.8	3.6 (39)	3.2 (40)	2.8 (40)	3.0 (39)
13 Minimal maintenance	6	40	8.3	4.9	3.1 (39)	3.4 (40)	2.9 (40)	3.1 (39)
16 Low cost per mileage	7	40	9.0	4.9	3.2 (39)	3.2 (40)	2.2 (40)	2.7 (39)
5 Easy to overtake other vehicles at all speeds	8	40	9.0	5.0	4.0 (39)	3.7 (40)	3.7 (40)	3.7 (39)
1 Stylish and sporty look	9	40	9.0	5.9	3.6 (39)	3.3 (40)	3.2 (40)	3.2 (39)
4 High comfort when driving in cold weather conditions	10	40	9.1	4.5	3.8 (39)	3.2 (40)	2.9 (40)	3.1 (39)
7 Superior forward and side visibility at night	11	40	9.5	5.0	3.4 (39)	3.6 (40)	3.3 (40)	3.4 (39)
14 Ample storage space for luggage	12	40	9.8	5.1	3.4 (39)	3.1 (40)	3.6 (40)	3.4 (39)
12 Convenient storage spaces in the car	13	40	11.3	4.4	3.3 (39)	3.0 (40)	3.1 (40)	3.1 (39)
3 Easy and safe to make and receive phone calls	14	40	11.4	4.4	3.7 (39)	3.7 (40)	3.8 (40)	3.7 (39)
2 First class entertainment system	15	40	11.8	5.3	3.7 (39)	3.6 (40)	3.5 (40)	3.6 (39)
15 Intuitive and easy to understand controls	16	40	12.1	3.0	3.6 (39)	3.5 (40)	3.4 (40)	3.4 (39)
18 Effortless cleaning of the car interior	17	40	14.1	3.5	3.1 (39)	3.0 (40)	2.8 (40)	2.9 (39)
10 The car looks great even in dirty condition	18	40	14.8	3.8	3.2 (39)	2.9 (40)	2.8 (40)	2.9 (39)



Card decks: 40 of 40

Frequency chart - Premium car

Card#	Value statement	Rank	Average Rank	SD Dev Rank
9	Comfortable for the driver and passengers during long road trips	4	7.3	3.6



Comfortable for the driver and passengers during long road trips

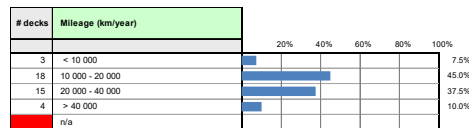
8-Step-VoC

1 2 3 4

Customer data statistics

Premium car		# decks	Benchmark	# decks	Animal's transported with the car
Region	Country	40	Lexus GS 350	14	Dog
		40	Cadillac CTS	6	Cat
		40	Other	1	Other animals
		40	n/a	22	n/a

# decks	Your male role	# decks	Age	# decks	Gender
30	Car owner/driver	12	< 25	33	Male
4	Family member	12	25 - 35	7	Female
1	Motor journalist	22	35 - 50		
2	Service technician	6	50 - 60		



8-Step-VoC reserves the right to change the functionality of the programs at any time without prior notice.

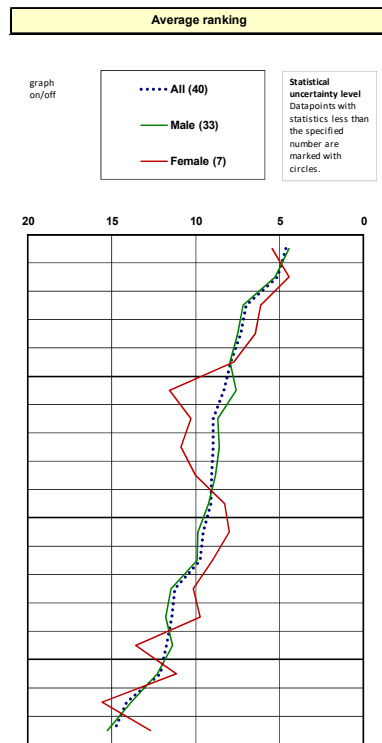
VoC-analyze Professional



VoC-analyze Professional

Description:

- an advanced version of VoC-analyze suitable for the VoC study with a need for more advanced analysis capabilities
- easy to upgrade from the VoC-analyze Basic version.



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VoC-analyze Strategic

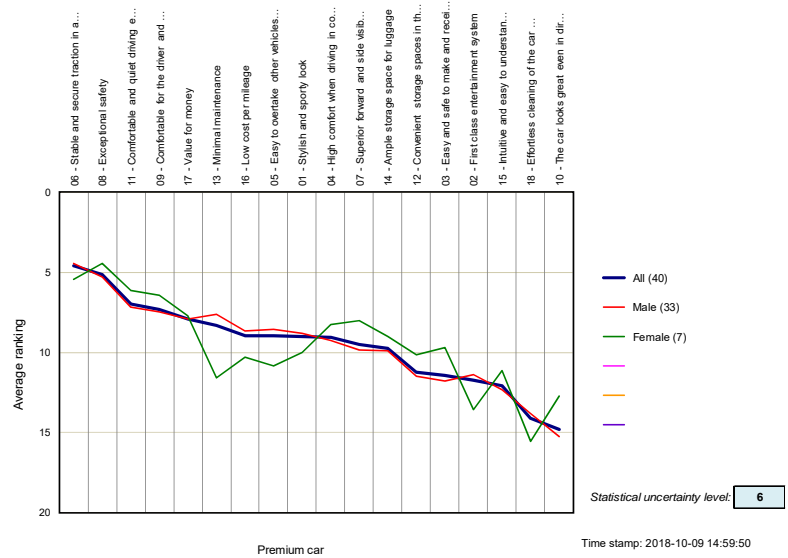


Description:

- the most advanced version of VoC-analyze suitable for the VoC study with a need for very advanced analysis capabilities
- adds functionality, especially for analysis of customer segmentation and deck statistics on key accounts
- easy to upgrade from the VoC-analyze Professional version.

	Segment A	Segment B	Segment C	Segment D	Segment E	Segment F	Segment G	Segment H	
Segment A	80		17					3	
Segment B		103	9						
Segment C	17	9	57	8	1	3	6		
Segment D			8	34		1		1	
Segment E			1		8				
Segment F			3	1		32			
Segment G			6				92		
Segment H	3			1				18	

Segment purity	
75%	(20)
91%	(9)
25%	(43)
74%	(9)
88%	(1)
91%	(3)
93%	(6)
78%	(4)



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VoC programs (who does what)

