

8-Step-VoC

Grow your business and customer relationship

www.8-step-vo-c.com

1 2 3 4
5 6 7 8

1 Refine customer segments and Personas



2 Explore customer value

Listen to the voice Study the behavior Experience the situation

of the customer

3 Compress value stories

8 Sharpen sales strategies and messages Develop products with unrivalled customer value

4 Compile the deck of Value cards

7 Mine the data

6 Invite customers to prioritize and benchmark

5 Establish customer profiling data