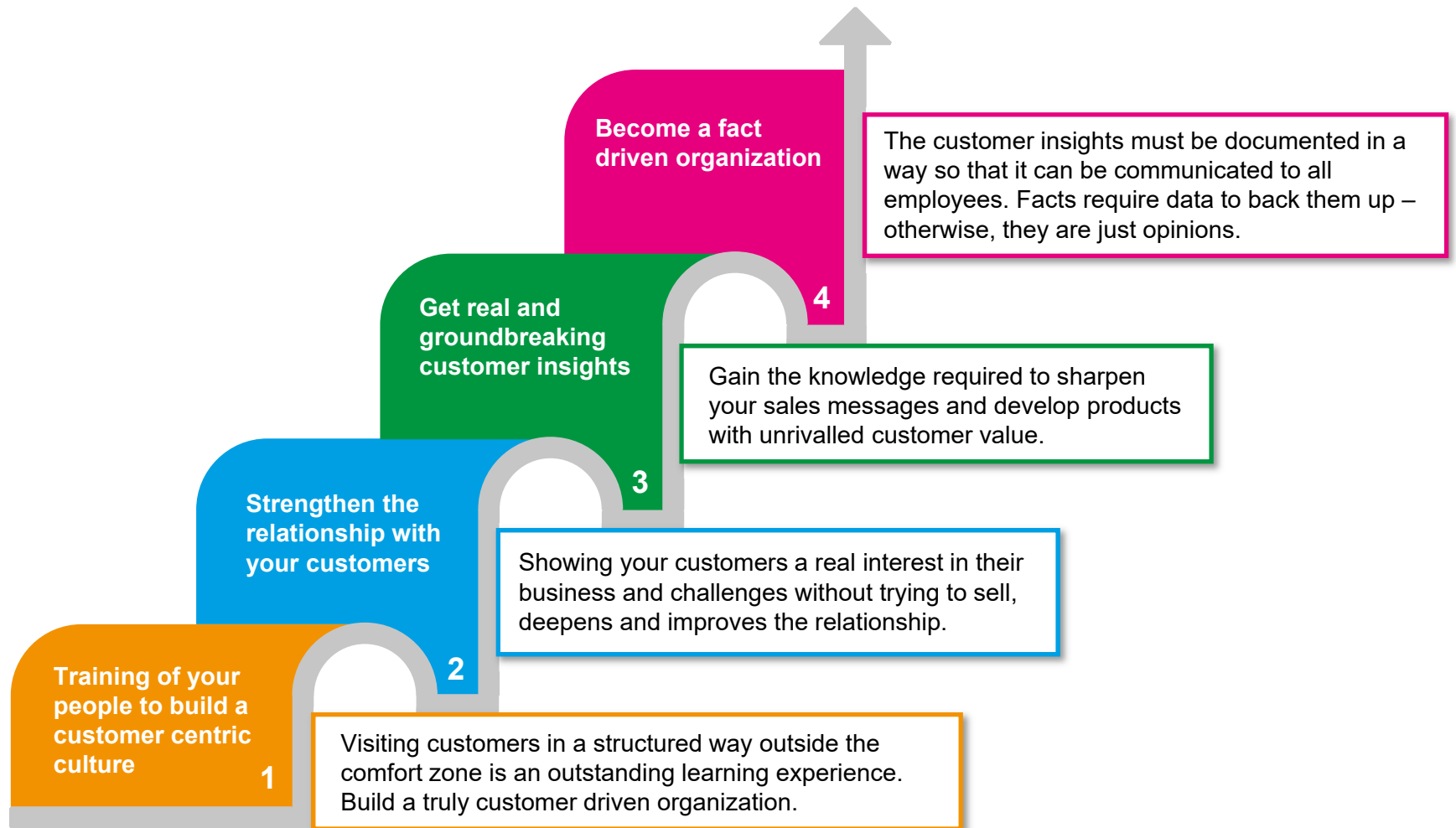


# Why – Voice of the customer?



# Training of your people to build a customer centric culture

## Training of your people to build a customer centric culture

1

Many sales calls and study visits are dysfunctional meetings without increasing your employees understanding of the customer's true needs, concerns or the business context. People tend to remain in their comfort zone and only talk about the products. Something the customers don't appreciate.

The following are good examples of what other organizations have done:

New salespeople had to do card deck dialogues with customers and based on the results, form a sales strategy.

Instead of writing reports from customer visits, people could submit the result of card deck dialogues.

The company used the card deck dialogue as a way to get in contact with more decision-makers.

In the above examples, the results could also be fed into the data base to grow personal and organizational knowledge.

# Strengthen the relationship with your customers

Strengthen the relationship with your customers

2

The customer biggest need is to figure out exactly what they need. The card deck dialogue is a way to do just that.

**However:**

Questionnaire fatigue is a common problem today, making it difficult to do traditional surveys.

The card deck dialogue is an excellent way to show your customers that you are there to serve and help and not just pushing your products.



The card deck dialogue is fun, interesting and a fantastic learning experience for both you and the customer.

Numerous customers have been grateful and sent thank-you mails after doing the card deck dialogue.

# Get real and groundbreaking customer insights

Get real and  
groundbreaking  
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insights

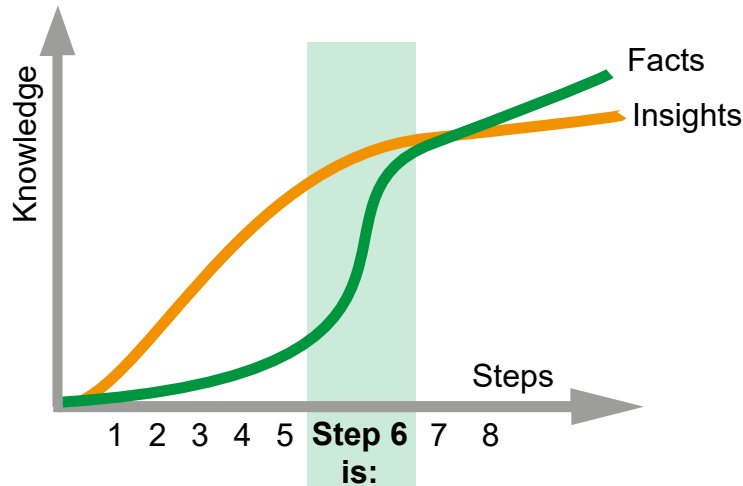
3

Online surveys and opinion polls are two popular forms of markets research. Statistical analysis with promising confidence indexes and reliabilities. However, the data is difficult to use to guide the organization to the right decisions.

## The 8-Step-VoC methodology is unique in the following way:

- Customers themselves have formulated the value stories and ranked and benchmarked them
- Uses game mechanics to engage customers and increase the quality of the output
- Combine customers opinion (prioritization and benchmarking) with hard facts about the customer and business context
- The formalized research method (deck of cards and profiling data) determines the follow-up questions
- Includes easy to use software tools for advanced data mining and analysis of results.

# Facts to support insights



Facts need to be backed-up with data – otherwise it is just opinions.

Gut feelings and intuitions are the predominant foundation for many decisions if your organization lacks a solid VoC-study.

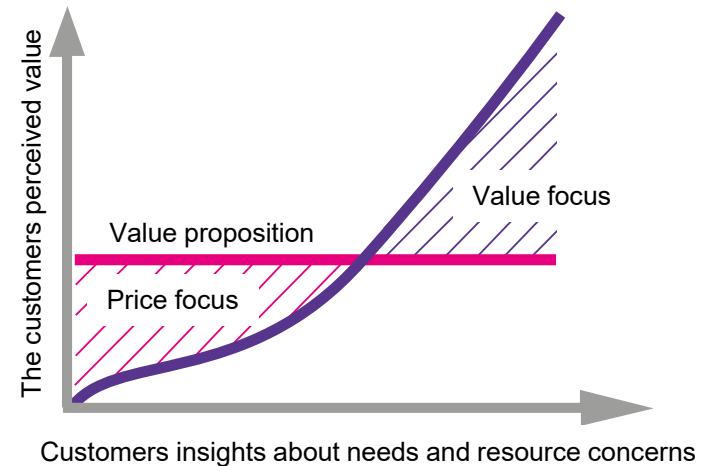
- where you collect the hard data that supports the insights
- all about becoming a true fact and customer-driven organization
- where you collect the data necessary to get more in-depth knowledge and get a grip of all the invaluable details and nuances.

# Learning experiences

The whole purpose of a VoC is to create more customer value. That process should start already with the VoC itself. The whole VoC must, therefore, be a fruitful learning experience also for your customers and not feel like a burden.

A best practice VoC increase the customer's awareness of the most important needs and resource concerns and thereby pave the way for value-based selling.

You can not apply value-based selling to customers who do not understand their needs and resource concerns.



# Workload

## Advantages

## Disadvantages

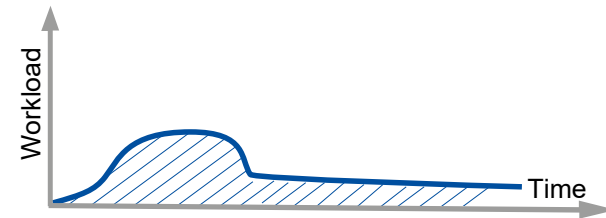
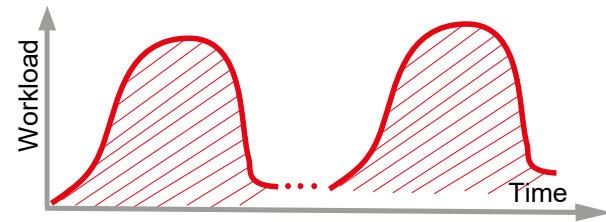
### Traditional VoC

- Challenging workload to cope with the tight time-schedule
- Data gets outdated as time goes by
- The tight time-schedule reduces the quality of the output and insights gained.

### 8-Step-VoC

- ✓ Substantially reduced workload
- ✓ Continuously increased customer insights and knowledge
- ✓ VoC-data is always available, meaning no delays in product development
- ✓ Insights and data from VoC trigger activities and not vice versa.

The workload in traditional ad-hoc VoC projects without using the support tools and software modules used in 8-Step-VoC.



The workload in a VoC project using the support tools and software modules in 8-Step-VoC as well as the establishment of a continued fulfilment of card deck dialogues. Starting the journey as a project, but after step 7 moving the responsibility to the line organization.