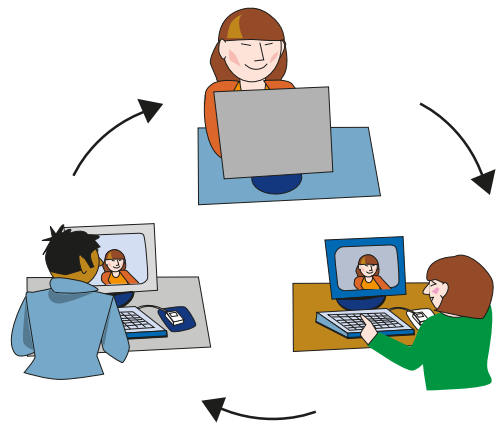


0 Form the team



Form a small cross-functional team and make a simple project plan.

Preferably have a fixed meeting time every week to keep the momentum in the project.

A good start is to watch the free educational videos on Customer value on the 8-step-VoC home page. Customer needs without a clear connection to value are no needs, just distractions.

1 Define customers to participate

Region	Customer chain	Willingness to change	Customer status	Sales volume	Company size	Name	Company
Northern Europe	Service	Unknown	Existing	High	Big	Peter Olsson	A Inc.
North America	Management	Laggard	Previous customer	Nonexisting	Big	Anne Peters	B Inc.
Northern Europe	Operator	Pioneer	Potential	Low	Small	Stefan Blom	B Inc.
Southern Europe	Operator	Early adopter	Potential	Nonexisting	Medium	Adam Zing	X Inc.
Southern Europe	Service	Unknown	Existing	Medium	Medium	Hendri Roz	Z Inc.
North America	Operator	Unknown	Existing	Medium	Medium	Ben Rooster	H Inc.
Southern Europe	Operator	Unknown	Existing	Medium	Medium	Ben Rooster	H Inc.

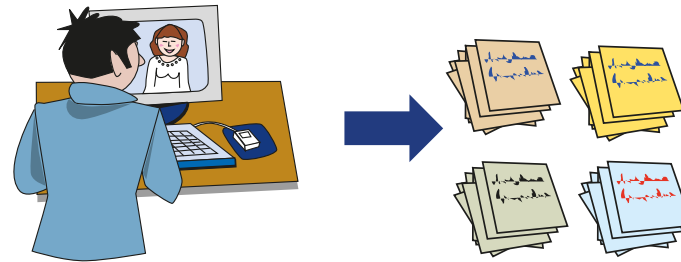
Select customers to avoid bias from multiple perspectives.

Make a customer matrix in Excel. Read chapter 2 for information about how to create one.

Read also chapter 1 for more details on customer segmentation.

Remember, products aimed at unclear or too broadly based segments are seldom successful.

2 Interview customers over Internet



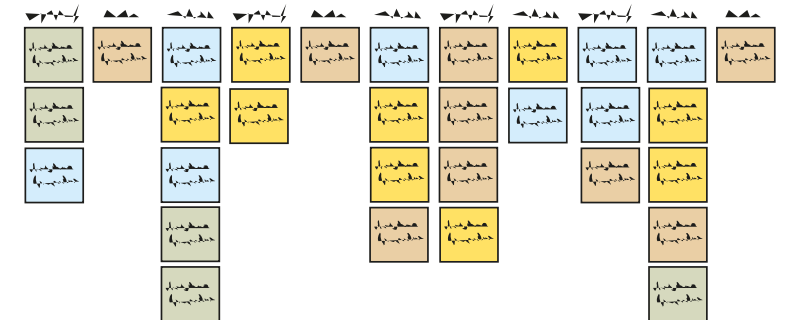
Conduct in-depth interviews of a small number of customers over the Internet using **Zoom**. Ask the customer for permission to record the interview. Use the “Quick guide for in-depth interviews” to create your interview cards.

Read chapter 2 to increase your interviewing skills before you start interviewing customers.

Learn how to extract customer needs and resource concerns and formulate value stories in chapter 2.

3 Compress value stories

Read chapter 3 and learn how to use the affinity digram technique to compress value stories. Use the web-based tool **Miro** to create the affinity diagram. Rember that the goal is to compress the number of value stories to under 25.

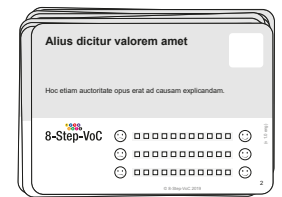


4 Compile the deck of Value cards

Read chapter 4 and learn more about Value cards and gamification principles used in the card deck dialogue.

Use **VoC-quickstart** to document and preview your Value cards.

Use **VoC-xml** to make snapshots of your value cards.



5 Establish customer profiling data

Read chapter 5 and learn more about customer profiling data. The right data must be collected to enable drilling down in the data and get a grip on the bias.

Document the profiling data in **VoC-quickstart**.

Region	Customer chain	Willingness to change	Customer status	Sales volume	Company size	Name	Company
Northern Europe	Service	Unknown	Existing	High	Big	Peter Olsson	A Inc.
North America	Management	Laggard	Previous customer	Nonexisting	Big	Anne Peters	B Inc.
Northern Europe	Operator	Pioneer	Potential	Low	Small	Stefan Blom	B Inc.
Southern Europe	Operator	Early adopter	Potential	Nonexisting	Medium	Adam Zing	X Inc.
Southern Europe	Service	Unknown	Existing	Medium	Medium	Hendri Roz	Z Inc.
North America	Operator	Unknown	Existing	Medium	Medium	Ben Rooster	H Inc.
Southern Europe	Operator	Unknown	Existing	Medium	Medium	Ben Rooster	H Inc.

8 Sharpen sales strategies and messages



Develop

products with unrivalled customer value

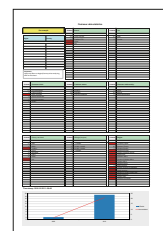
Visualize essential customer insights gained. Insights that significantly increase the success rate in product development and help people to formulate smarter challenger sales messages.

Concentrate at first on the low hanging fruits that can create an interest for the Voice of the customer methodology and pave the way for making this a significant part of your business and marketing intelligence activities.

Convince people to expand the VoC activities to cover more products and customers.

7 Store and Mine the data

Region	Customer chain	Willingness to change	Customer status	Sales volume	Company size	Name	Company
Northern Europe	Service	Unknown	Existing	High	Big	Peter Olsson	A Inc.
North America	Management	Laggard	Previous customer	Nonexisting	Big	Anne Peters	B Inc.
Northern Europe	Operator	Pioneer	Potential	Low	Small	Stefan Blom	B Inc.
Southern Europe	Operator	Early adopter	Potential	Nonexisting	Medium	Adam Zing	X Inc.
Southern Europe	Service	Unknown	Existing	Medium	Medium	Hendri Roz	Z Inc.
North America	Operator	Unknown	Existing	Medium	Medium	Ben Rooster	H Inc.
Southern Europe	Operator	Unknown	Existing	Medium	Medium	Ben Rooster	H Inc.

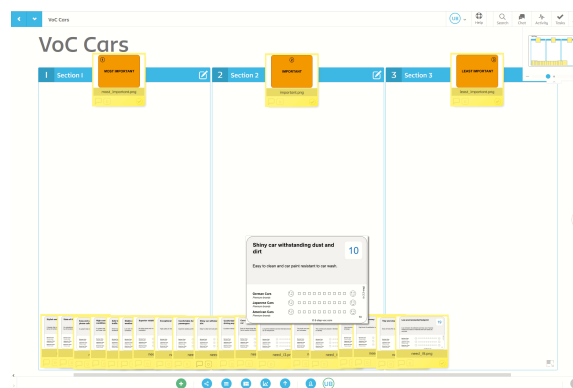


Use the module **VoC-analyze Basic** and import your data from the card deck dialogues for analysis. Read chapter 7 with recommendations on how to analyze and present the insights gained.

Watch the videos on the 8-Step-VoC homepage on how to use the programs and to configure your database.

6 Make

card deck dialogues with customers



Now, it is time to reach out to a significantly larger number of customers to reach confidence in your data.

Set up a video conference with your customers over **Zoom**. If the customer understands that this is not a traditional sales call or that the meeting doesn't have a hidden agenda, most people are willing to participate. The card deck dialogue offers them an opportunity to express themselves in a way rarely offered.

The card deck dialogue is conducted using the web-based tool **Stormboard** and the module **VoC-input**. Perform all the gamification steps used in the card deck dialogue to increase the quality of the result and make it into a fantastic learning experience also for the customer.

Rember to ask follow up questions based on the result and document the answers in **VoC-input**. Customer comments are valuable information complementing the statistical data collected. Many times these comments bring life to the data and explain the customer's point of view and the reason behind his/her position.