

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 market segments and Personas

Personas Cards:

- Dirt bike David:** Primary need: Riding on my bike is recharging my batteries. Secondary needs: Safety is the number one priority. I want to be in harmony with nature.
- Custom Charlie:** Primary need: An accurate bike to ride. Secondary needs: Safety is the number one priority. I want to be in harmony with nature.
- Event Eve:** Primary need: An accurate bike to ride. Secondary needs: Safety is the number one priority. I want to be in harmony with nature.
- Touring Tim:** Primary need: Riding on my bike is recharging my batteries. Secondary needs: Safety is the number one priority. I want to be in harmony with nature.

Segment variables: Age group, Power, Performance, Price, Range, Storage, Weight, etc.

Market size: 7% of total

Competitions: Honda, Yamaha

2 Extract customer needs

Listen to the voice Study the behavior Experience the situation

of the customer

3 Compress customer needs

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

4 Compile the deck of Need cards

Sample Card:

Illud necesse est dicere alterum

Hoc etiam auctoritate opus erat ad causam explicandam

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Competitor A Competitor B

Brand 1 Brand 2

7 Mine the data

6 Invite customers to prioritize and benchmark

Tasks performed by respondent:

- Files fuel (Change alcohol car)
- Washes car
- Checks and fills fuel (oil, water etc.)
- Performs minor service and repair
- Performs service and repairs
- None

Present car brand: Audi, BMW, Cadillac, Lotus, Mercedes, Volvo, Other

Present car class: SUV, Hatchback, Sedan, Sports, MPV, Other

Present car type: Petrol (gasoline), Diesel, Natural gas, Hybrid, Plug-in-hybrid, Electric, Other

Customer information: Name, Country, (Phone), (Email), Date, Residency

Next car class: SUV, Hatchback, Sedan, Sports, MPV, Other

Next car type: Petrol (gasoline), Diesel, Natural gas, Hybrid, Plug-in-hybrid, Electric, Other

Buy preference: New car, Used car

5 Establish customer profiling data

Customer chain: Car, Family member, Motor, Service technician, Dealer

Age: < 25, 25-35, 36-50, 51-65, > 65

Gender: Male, Female

Education: University, High school, Primary school

Living area: City, Suburb, Village, Country side

Cars in the family: None, 1, 2, 3

Mileage, km/year (miles/year): < 10,000 (< 6,000), 10,000 - 20,000 (6,000 - 12,000), 20,000 - 40,000 (12,000 - 24,000), > 40,000 (> 24,000), > 80,000

Car usage: Commute, Shopping, Vacation, Recreational, Business type, Other

Interests: Culture, Sport, Nature, Music, Other

Family members: 1, 2, 3, > 3

Family yearly income (€1000): < 50,000, 50,000 - 100,000, > 100,000

Number of animals in the car: None, 1, 2, 3, > 3

Animals transported with the car: Dog, Cat, Other animals, None

Parking space: Street, Garage, Other

Type of roads: City streets, Main roads, Rural roads, Other

Tasks performed by respondent: Files fuel, Washes car, Checks and fills fuel, Performs minor service and repair, Performs service and repairs, None

Driving temperature ranges (°C / °F): < -20 (< -4), -20 (-4) - 20 (4) - 20, 20 (4) - 30 (22 - 86), > 30 (> 86)

Present car brand: Audi, BMW, Cadillac, Lotus, Mercedes, Volvo, Other

Present car class: SUV, Hatchback, Sedan, Sports, MPV, Other

Present car type: Petrol (gasoline), Diesel, Natural gas, Hybrid, Plug-in-hybrid, Electric, Other

Car change interval (years): 1, 2, 3, > 3

Present car financing: Leasing, Loan, Company car, None

Present car history: New, Used, None

Customer information: (Name), (Phone), (Email), Date, Residency

Next car class: SUV, Hatchback, Sedan, Sports, MPV, Other

Next car type: Petrol (gasoline), Diesel, Natural gas, Hybrid, Plug-in-hybrid, Electric, Other

Buy preference: New car, Used car

Customer status: Existing, Potential, Previous customer

Customer relationship: Very good, Good, Needs improvement

Legend: Existing solution, Existing solution, Existing solution, Requirements next product, Internal