

# VOICE OF CUSTOMER WORKSHOP

Learn How to Gather Actionable Customer Insights



Strategy  
Generation  
Company

*The true inspiration for any successful business can only be found in the hearts, minds, and voices of its customers.*

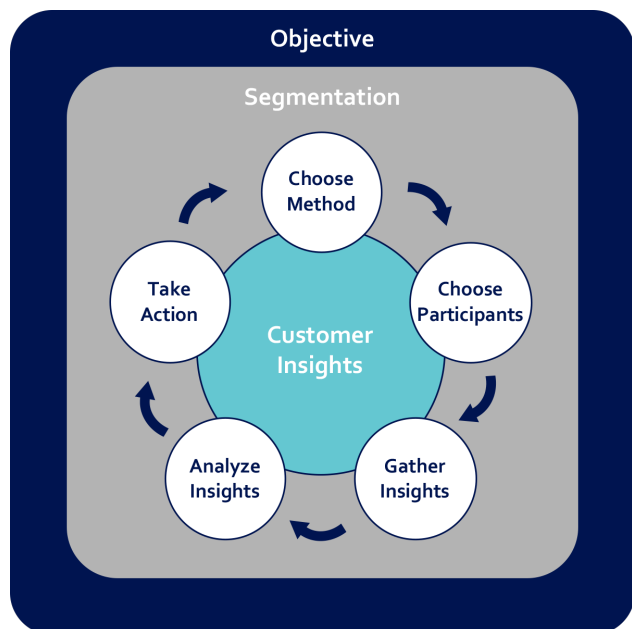
Nearly every company proudly proclaims that it is “customer focused.” However, how many of those same companies would also proclaim that their customers truly love doing business with them?

Our Voice Of Customer Workshop shows product and business leaders how to support their claims of being customer-centric through the gathering of actionable market feedback and the transforming of that feedback into truly customer-focused solutions. The workshop covers six different “voice of customer” methodologies (correspondence, reviews, surveys, interviews, focus groups, and observation) and shows participants how to use each one to achieve maximum results for their products and businesses.



## WHO IS IT FOR?

Product Managers  
Product Leaders  
Business Leaders



## FRAMEWORK

Our **Customer Insights Framework** outlines the five key steps to gathering actionable market and customer feedback:

1. Choose Method
2. Choose Participants
3. Gather Insights
4. Analyze Insights
5. Take Action

# CONTENTS

## SETTING YOUR OBJECTIVE

- Voice of Customer (VOC) Definition
- Developing a VOC Objective

## SEGMENTATION

- Market Segmentation
- Customer Segmentation
- Customer Personas

## CUSTOMER INSIGHTS

- Choosing a Methodology
- Selecting Participants
- Gathering Insights
- Analyzing Insights
- Prioritizing Ideas and Taking Action

# INFORMATION

## FORMAT

- 12 hours of live virtual instruction delivered over 3 half-day sessions
- Designed for between 8 and 12 participants
- **Customized versions also available**

## MATERIALS

- Digital workbook and framework
- Access to our **Customer Insights Toolkit**

## CONTENT BREAKDOWN

- ~65% Group Instruction
- ~35% Exercises and Discussion

# OUR TRAINING PROGRAMS

## STRATEGIC PLANNING WORKSHOPS



Strategy  
Generation



Business Case  
Development



Go-To-Market  
Planning



Life Cycle  
Planning

## STRATEGIC SKILL DEVELOPMENT



Strategic  
Thinking



Strategic  
Leadership



Strategic  
Storytelling



Voice Of  
Customer



Strategy  
Generation  
Company

Strategy Generation Company offers training, coaching, and inspiration for product and business leaders.

We focus on helping both groups and individuals tap into their own creativity, generate new strategic ideas, and develop the basic skills needed to succeed in strategic business environments. Contact us today to learn more!