

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.

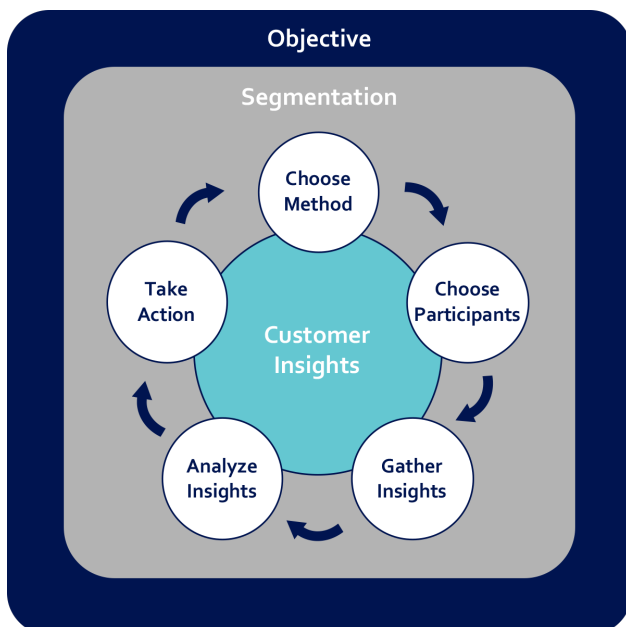
Nearly every company proudly proclaims that it is “customer focused.” However, how many of those same companies would also proclaim that their customers truly love doing business with them?

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!