

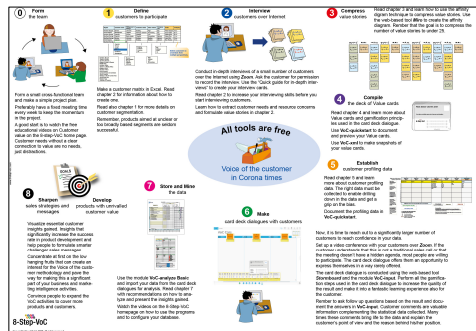
# 8-Step-VoC

© 2019

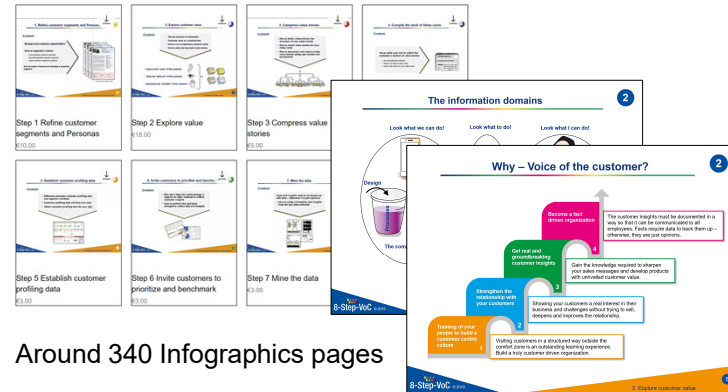
## VoC in Corona times

# Free on our web page

## Free Road Map

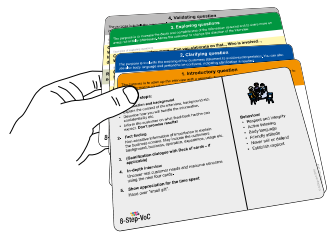


## Free Flipbook



Around 340 Infographics pages

## Free Interview Guide



Print you Interview cards

## Free Programs



VoC-quickstart



VoC-xml



VoC-input



VoC-analyze Basic

**VoC-quickstart**

The screenshot shows the 'VoC-quickstart' program interface. It displays a table with columns for 'Step', 'Status', and 'Description'. The table lists the 8 steps of the VoC process. Below the table, there are sections for 'Expert configuration data (XML)', 'Check spelling in Word', and 'VoC analysis, data with profiling data'.

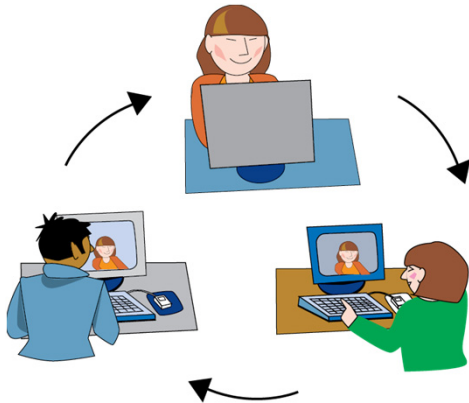
**VoC-analyze Basic**

The screenshot shows the 'VoC-analyze Basic' program interface. It displays a table with columns for 'Step', 'Status', and 'Description'. The table lists the 8 steps of the VoC process. Below the table, there are sections for 'Expert configuration data (XML)', 'Check spelling in Word', and 'VoC analysis, data with profiling data'.

[www.8-step-voc.com](http://www.8-step-voc.com)

## 0 – Form the team

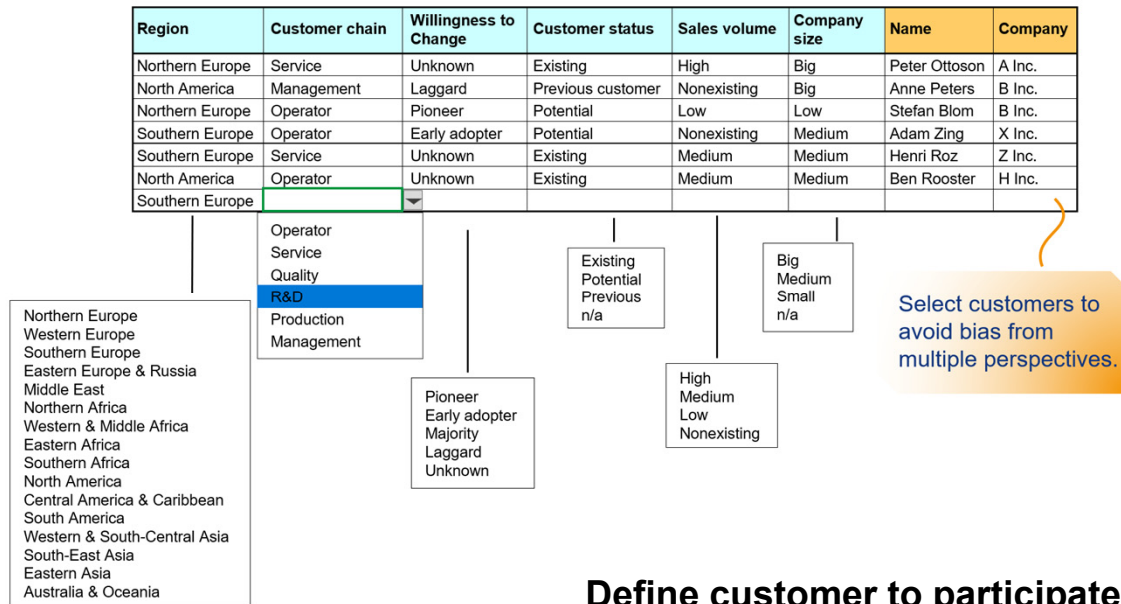
---



### **Form the team:**

- Run the pilot in a small team
- Regular meetings to keep momentum
- Listen to the videos on Customer value

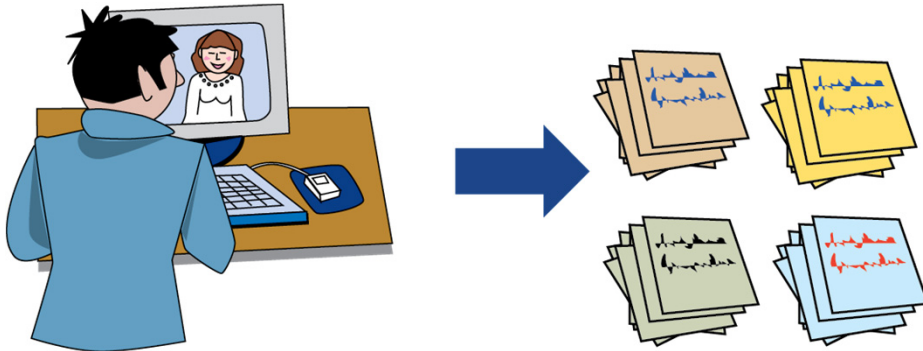
# 1 – Define customers to participate



## Define customer to participate:

- Make a customer matrix in Excel
- Read Chapter 1 and 2
- Select customers from multiple perspectives to avoid bias.

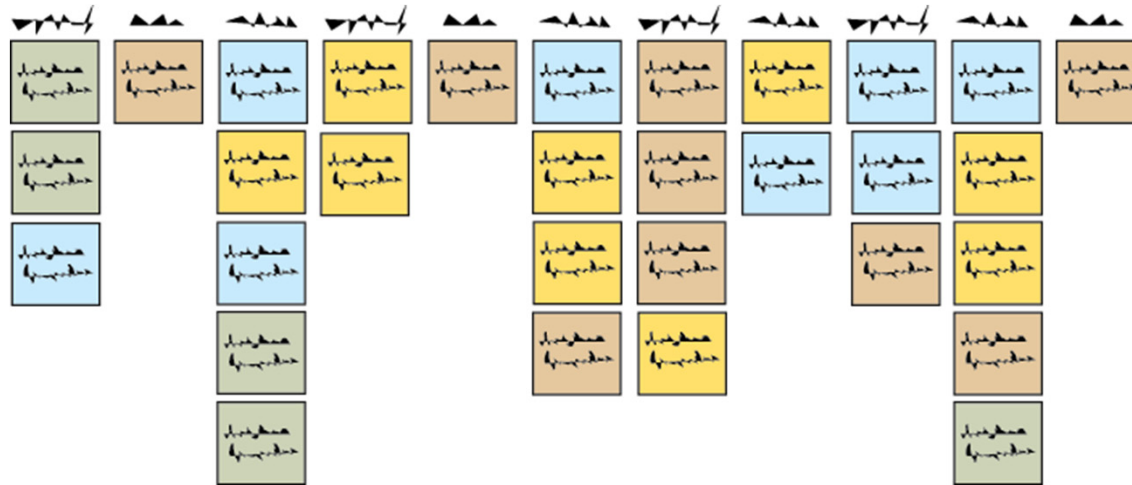
## 2 – Interview customers



### **Interview customers :**

- Create your interview cards
- In-depth interviews using Zoom. Record the interview.
- Chapter 2
  - increase your interviewing skills
  - extract customer needs
  - formulate value stories.

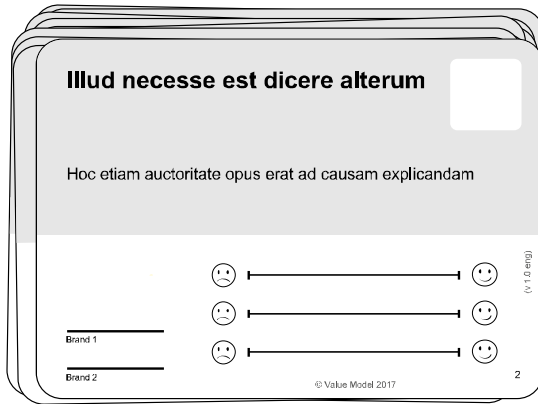
### 3 – Compress value stories



#### Compress value stories:

- Use the web-based tool Miro
- Chapter 3 for affinity diagram.

## 4 – Compile your deck of Value cards



### Compile deck of Value cards:

- Chapter 4 for Value cards and the gamification principles
- VoC-quickstart to document and preview
- VoC-xml to make snapshots.

# 5 – Establish customer profiling data

Single choice or Multiple choices:  
Mandatory or Optional input:

1	2	3	4	5	6	7
Single choice Optional	Single choice Optional	Single choice Optional	Single choice Mandatory	Single choice Optional	Single choice Optional	Multiple choices Mandatory
Respondent name	Telephone	E-mail	Respondent role	Age	Gender	Interests
1			Car owner/driver	< 25	Male	Culture
2			Family member	25 - 35	Female	Sport
3			Motor journalist	35 - 50		Nature
4			Service technician	50 - 60		Music
5			Carpool manager	> 60		Other
6			Dealer			
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						

**NOTE!** These columns are locked (essential data not to be forgotten).

Export configuration data (XML)

Check spelling in Word

In VoC-leaflet, lists with profiling data are shape and color coded as:

- One choice possible
- Several choices possible
- □ Optional input (includes data names in parentheses)

When pasting data:  
Paste data as Values (text) only!    Paste as text    Delete all data

Recommendation:  
By experience, we know that reserving the first three columns of profiling data for "Respondent name", "Telephone" and "E-mail" is a very good idea. Other software we provide makes use of this information.  
Note, there is an option in the database program VoC-analyze to clear selected profiling data before it is stored in the database!

Single choice:  
Only one alternative in the list can be selected.

Multiple choices:  
Several alternatives in the list can be selected.

Mandatory input:  
Data that must be provided in order to transfer data from a card deck dialogue to the database.

Optional input:  
Typically, sensitive data that the customer might be unwilling to provide you (e.g. income, age, gender).

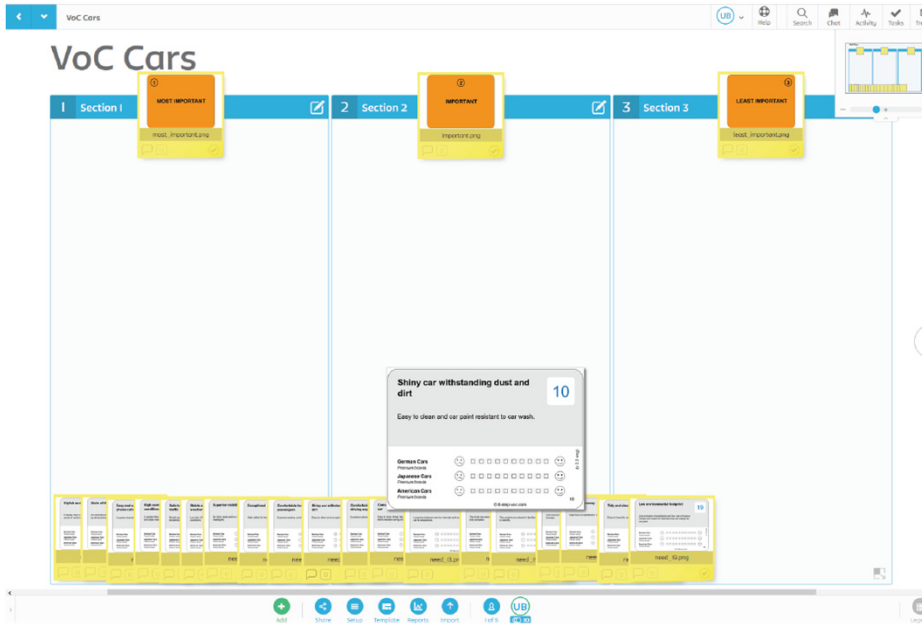
How to create a free text profiling data?  
If you don't write any data in the list, the input will be free text input. E.g. an e-mail address.

## Establish profiling data:

- Chapter 5 customer profiling data
- Document the profiling data in VoC-quickstart



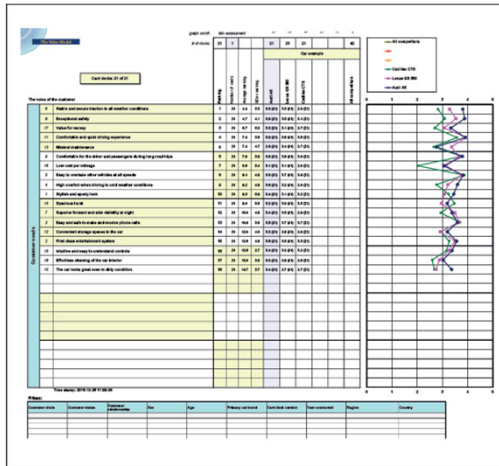
## 6 – Invite customers to prioritize and benchmark



### Card deck dialogue:

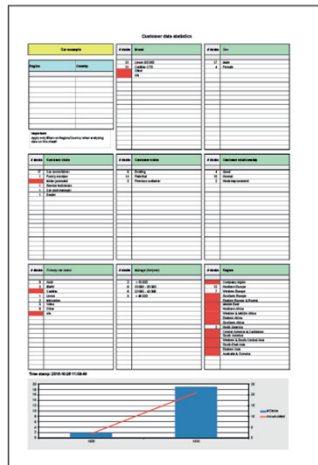
- Stormboard to prioritize value stories
- VoC-input or VoC-collect to gather profiling data and benchmarking
- Chapter 6 for recommendations.

## 7 – Store and mine the data



### Store and mine the data:

- VoC-analyze Basic to import and analyze data
- Chapter 7 on how to analyze and present.



## 8 – Harvest benefits

---



### **Harvest benefits:**

- Sharpen sales strategies
- Develop product with unrivalled customer value