

Voice of the Customer (VOC)

Problem

How to delight a customer?

Difficulty

Some training required

The **Voice of the Customer (VOC)** represents the **customer's thinking**:

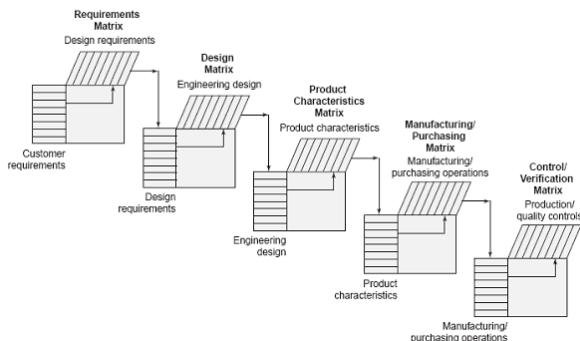
- Wants
- Functions
- Don't wants
- Features

VOC flows through the value stream:

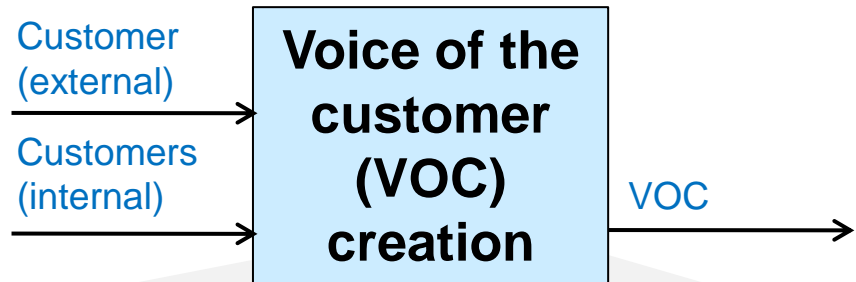
1. **C**ustomer to (e.g., NASA)
2. **c**ustomer to (e.g., Bus Develop)
3. **c**ustomer to (e.g., Systems Eng)
4. **c**ustomer to (e.g., Hardware)
5. **c**ustomer to (e.g., DFMA team)
6. ...

Traceability of VOC – perhaps via QFDs – ensures VOC alignment

Figure 2 — Waterfall relationship of QFD matrices



<https://asq.org/quality-resources/qfd-quality-function-deployment>



1. Identify the **product** and its external customers.
2. Identify the **customers** along the value stream.
3. For each customer – find **product attributes**
 - A great product is one that results in ___?
 - A great product is one that is _____?
 - A great product is one that has _____?
 - Problems in similar products _____?
4. Determine improvement **priorities**.

VOC is part of a product's "chorus"

- VOB – Voice Of the *Business*
- VOC – Voice Of the *Customer*
- VOCO – Voice Of the *COmpetitor*
- VOTE – Voice Of the *Environment*

VOC – Example – Assessments and Car Seat Belts

Customer dimensions include satisfaction and functionality. VOC determines a customer's level of each.

The **Kano model** – showing functionality versus satisfaction – shows that, over time, “delighters” become “must haves”.

Satisfaction scale

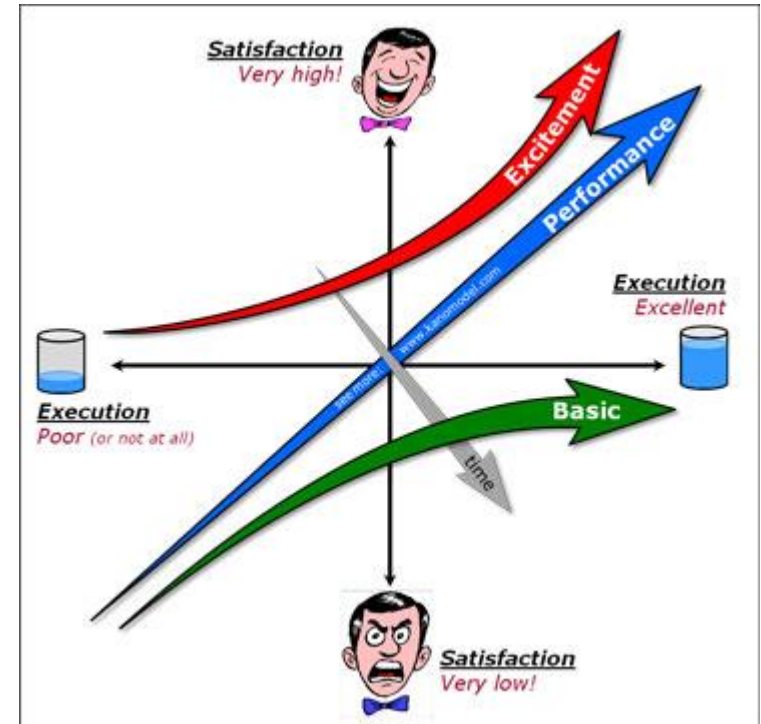


1. Delighted
2. Satisfied
3. Neutral
4. Dissatisfied
5. Frustrated

Functionality scale



- None
Some
Basic
Good
Best
- 1.
 - 2.
 - 3.
 - 4.
 - 5.



<https://kanomodel.com/>

Three ways a customer responds to an offering:

- **Excitement** – the WOW factor in a product/application
- **Performance** – the more of it, the better
- **Basic** – each of these is must have

Example: car seat belts

- 1950's – car seat belts are **exciting** – wow!
- 1960's – car seat belts indicate **performance** – one of many high end features
- 1970's – car seat belts are a **must have** – can't buy a car without them

VOC – Notes

Slide 1

- VOC is the key to delighting customers – both the “big C” (external) customers and the “little c” (internal) customers
- VOC is part of a product’s “chorus” representing the Business, the Customer, the Competitor, the Environment
 - VOC can be captured via surveys, focus groups, customer interviews, ...
 - The input to a QFD often comes from a VOC.

Slide 2

1. Customer’s want a product capability and they also want to be “wowed”. So need to address all aspects of customer satisfaction – as well as meeting the customer specifications.
2. Note that, over time, what did “wow” a customer will fail to elicit that same response.
3. For example, seat belts in cars were once exciting, now they are mandatory.