



Voice of the Customer Training

Duration:

- 4.5 days
- Just in Time Training

Who should Attend:

Marketing and Development staff responsible for building customer requirements and product specifications

Key Topics:

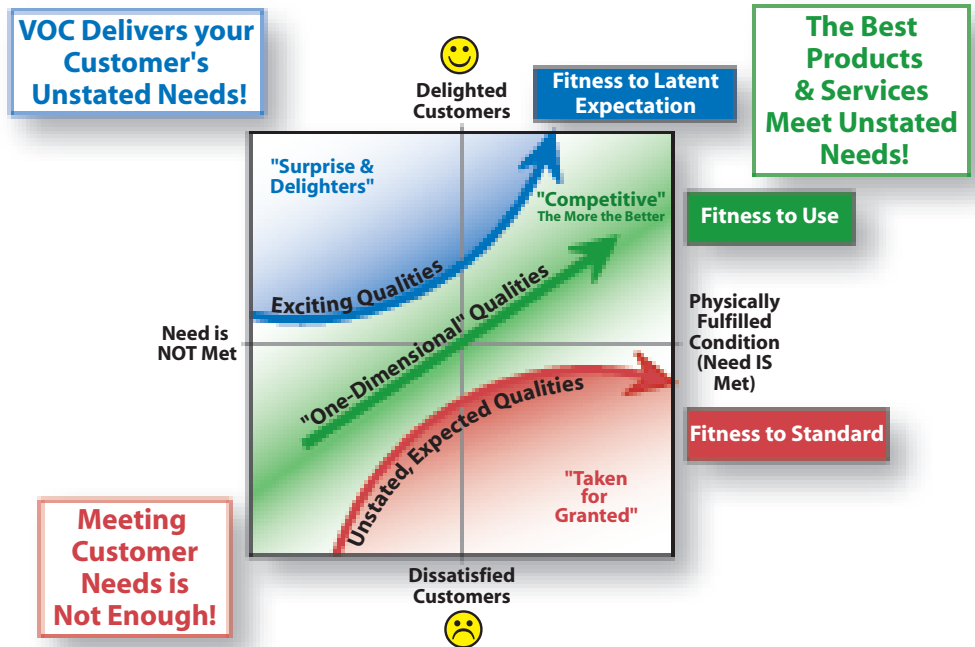
- Concept Engineering
- Quality Functional Deployment (QFD)
- Pugh Concept Selection
- Market Segmentation
- Interviewing Methods
- Concept testing

Benefits:

- Identify unmet and unspecified customer needs
- Deliver better products and services to market faster
- Establish linkage between marketing data and development activities

Unlock the Unstated Needs that Translate to Must Have Products and Services

SBTI's Voice of the Customer (VOC) training is built around a proven roadmap that has delivered market leading products better, faster and more consistently. The key to VOC is a step-by-step process for rapidly identifying and quantifying customer needs in a systematic way so that your new products and services deliver not only what the customer needs, but key features they don't even realize they want! Known as "delighters", VOC will turn your products into the "must have" by the market leaders you serve.



The Spectrum of Customer Needs

Leverage the Power of Marketing and Development Staff Working Together

With development and marketing staff working together, your development team will have a common language and understanding that will yield higher value to customers through product features and services that exceed expectations. Your staff will deliver winning products and services every time.

Our Customers Say It Best

"Practical value. Clear presentation. Great trainer!"

-Design for Six Sigma Black Belt, Sun Chemical