

Voice of Customer

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Voice of customer

- The Voice of the Customer (VOC) is a term used in business to describe the process of capturing customers' requirements.

There are four aspects of VOC

- Customer needs
- Hierarchical structure
- Priorities
- Customer perception of performance

Customer needs

- A customer need is a **description in customer's own words**, of the benefit to be fulfilled by the product or service
- Customer need is **not a solution** nor a physical measurement
- It is detailed description of **how the customer wants his /her product to help** in completing their task
- Knowing customer needs is critical to both product development
- The **distinction between physical measurements and customer needs** has proven to be one of the keys to the success of designing

Hierarchical structure

- The average Design engineer cannot work directly with the a lot of detailed customer needs .
- A **simpler structure** is needed that focuses both strategy and tactics
- The “Voice of the Customer” structures customer needs into a hierarchy of **primary, secondary, and tertiary needs**

Hierarchical structure

- **Primary needs**, also known as strategic needs, that are used by the team to set the strategic direction for marketing. Each primary need is elaborated into **three to ten** secondary needs.
- Secondary needs indicate **more specifically what the designer must do to** satisfy the corresponding primary (strategic) need.
- Tertiary needs, also known as **operational or detailed needs**, provide greater detail so that engineering, R&D, and, perhaps, the advertising agency, can develop a detailed set of product characteristics

Priorities

- Some needs have **higher priorities** for customers than others.
- The designer uses these priorities to make decisions that balance the cost of fulfilling a customer need with the desirability (to the customer) of fulfilling that need.
- In the VOC, these priorities apply to perceived customer needs rather than product features or engineering solutions.

Customer perception of performance

- Customer perceptions are also derived from **quantitative market research** about how customers perceive the performance of products that compete in the market being studied
- **If no product yet exists**, the perceptions indicate how customers now fulfill those needs.



Conventional Tea plucking process



Tea plucking with a motor powered device

- Ask the user/ customer how the presence of a power tool effect their life and
- How they perceive the performance of this tool

Summary

Voice of customer can provides:

- Detailed understanding of the customer's requirements
- Common language for the design team going forward
- Key input for the setting of appropriate design specifications for the new product or service
- Highly useful design board for product innovation

Thank you