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Sommario/riassunto	<p>Make the right decisions about your products and services by listening effectively to the people that matter ? your customers About This Book Understand the core components, processes and technologies available for a VOC initiative Structure effective VOC programs and turn VOC into actionable product success A handy guide to help you identify the hidden needs of your customers and strengthen your relationship with them Who This Book Is For The book is for anyone who needs to get to know their customer, how they feel and what they think about a certain subject. If you are a stakeholder in any project responsible for customer relationships, this book will help you immensely. An awareness of VOC as a topic would be useful, although not essential. What You Will Learn Understand different unarticulated needs of your customers Deploy effective VOC in your organizations Identify and understand the different tools and processes to set up a successful VOC program Integrating your findings about your customers into successful products Effectively utilize VOC for a successful launch of your product In Detail This book is all about getting to know your customers ? what they want and need, what they like and don't like. Voice of the Customer is one of the most popular forms of market research combining both quantitative and qualitative methods. This book shows you how to engage with customers and understand their</p>

wants and needs, likes and dislikes ? something which is becoming more and more important with the rise of an increasingly connected world. The book addresses the problem of understanding your customer and engaging with those customers. It also targets people who want to know how to do an effective VOC capture and analysis. As with any engagement/research based initiative, there is also a concern with the ROI. This book shows you how to overcome this problem as well. By the end of this book, you will have a thorough understanding of the relevant stages of a VOC project. It will show you how to devise an effective plan, direct the project to their objectives, and then show you how to collect the voice of the customer, with examples and templates for interviewing and surveying. Style and approach This book is a perfect blend of concepts and real-world use-cases which will help the businesses understand and therefore serve the customers better. Written in a very engaging manner, this book ensures you are able to grasp the theory and apply it in your ...
