

100% Effective

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Online Voice of the Customer Training

Quality - Support - Innovation

Voice of the Customer training is essential in helping companies define success by enabling them to identify and improve on what their customers value. This course explores the importance of customer segmentation and how certain key segments could provide the most value to your business.

A good understanding of Voice of the Customer will help you identify what is important and valuable to the customer so that you can make clear steps towards improving. Following the course you will feel confident in your ability to collect customer data, understand what your customers are

saying and make clear, considered plans for improvement based on the results. You'll be able to identify your complacency gap, and see where you are currently doing things wrong.

This online course is fully optimised for all devices. To ensure you have plenty of time to work through the course, you will have one month's access. On successful course completion, you will receive a certificate, one CPD point and benefit from 100% Effective's lifetime support.

100% Effective's online Voice of the Customer training has a high customer satisfaction rating, with an average score of 5 stars out of 5.



At A Glance



Fully optimised



One month's access



Unlimited, lifetime support



One CPD point

Benefits

Understanding the voice of your customer is one of the most vital components of any Business Improvement activity, and is an essential tool for anyone looking to review and improve customer service and retention.

Following the course you will be able to:

- Understand why the voice of your customer is so important
- Identify and segment your customers
- Know how to gather customer needs using existing and new information
- Identify the gap between what you think you're delivering, and what your customers actually perceive
- Analyse your customer needs and translate them into precise, measurable requirements

Course Content

This Voice of the Customer course gives you an understanding of the key drivers and desires of your customers.

Our Voice of the Customer training includes the following:

- What is the voice of the customer?
- The three customer types: Internal, External and Regulatory
- Why is voice of the customer important?
- Understanding your customers' needs
- Why do customers leave?
- How do you know if you're getting it wrong?
- The Complacency Gap
- Seeing your customers' perspectives
- Identifying customers
- Customer and market segmentation
- Prioritising customer segments
- Data collection
- Understanding Critical to Customer (CTC) requirements
- Interpreting customer language
- Setting product and service specifications
- Creating solutions and closing negotiations

Is it for me?

Voice of the Customer training is an essential exercise for all businesses. For that reason, this course is particularly important for those in an Improvement

role such as Business Improvement managers, marketers or those in customer relations.

There are no prerequisites for taking this training course.



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