LISTENING TO THE VOICE OF THE CUSTOMER
April 26-27, 2017 – Boston, MA

Why do people call this the best training they’ve been to in 10 years? Sign up and find out for yourself.

Join Applied Marketing Science (AMS) for the next offering of “Listening to the Voice of the Customer,” our acclaimed training workshop, on April 26-27, 2017 in Boston, Massachusetts.

Led by veteran product development and market research expert Gerry Katz, this course will introduce Voice of the Customer (VOC) market research and teach you to use VOC to accelerate innovation in business-to-business markets. Delivered in a lively, interactive format with numerous hands-on activities, topics include how to:

- Scope an effective study
- Choose the right customers to interview
- Structure and ask the right questions
- Analyze customer interviews to extract customer needs
- Use quantitative methodologies to prioritize needs for product development

Enrollment is limited to 25 participants to maintain a seminar format and encourage participation within the group. To reserve a spot in this course today, visit www.ams-insights.com/voc-boston2017 or call Kelly Dudenhoefer at 781.250.6306.

WHO SHOULD ATTEND
This course is especially useful for product developers, engineers, marketers, and managers who are responsible for product, service, and customer experience innovation in companies both large and small.

Past attendees have included representatives from:
- Kimberly-Clark Healthcare
- Intel Corporation
- Caterpillar
- PPG
- Boston Scientific
- General Electric
- John Deere
- Johnson & Johnson
- S.C. Johnson & Son
- Bosch
- Baker Hughes
- Masco
- Blue Cross Blue Shield
- Covidien
- Cisco
- Walmart
- Whirlpool
- Qualcomm

WHAT ATTENDEES ARE SAYING:

“Best course I have ever seen in 10 years of marketing.”
Vice President of R&D, Li-Cor Biosciences

“Excellent. I have taken so many courses that turned out not to be worthwhile; this was one of the very few that was worthwhile.”
Product Manager, Milwaukee Electric Tool Co.

“A good balance between theory and the real world.”
ChoicePoint, Inc.

“Our instructor was interesting, comfortable, knowledgeable—excellent job!”
Caterpillar, Inc.
Day 1

| Course Overview and Introduction to VOC | • Why you should listen to customers  
• How Voice of the Customer drives product development and innovation  
• How to apply Voice of the Customer in your business |
| Designing the Interview Process | • Whom to interview  
• Interview formats: in-depth interviews, ethnography, focus groups, IDIs  
• Interview logistics: recruitment, facilities, technology  
• Writing an interview guide |

How to Interview Customers  
• Active listening  
• Role-playing and critiquing

Day 2

| Analyzing Customer Interviews | • Extracting insights from interviews  
• Needs, solutions, target values, and opinions |
| Organizing and Prioritizing What Customers Say | • Building an affinity diagram of needs  
• Assessing importance and performance |
| Translating the Voice of the Customer into New Products, Services, and Specifications | • Brainstorming  
• Specification setting  
• Concept testing  
• Conjoint analysis |

PRICING

Tuition for the course is $1,795 per participant, which includes all course materials, as well as breakfast and lunch on both days. Participants who register by March 22nd will get a $200 discount on regular rates. Companies who register three or more participants will get an additional $100 discount per participant on both regular and early-bird rates.

ABOUT THE VENUE

Located just a few miles from Boston Logan International Airport, the Sheraton Boston Hotel provides a welcoming retreat for leisure and business travelers alike. The hotel is conveniently located within walking distance of many of Boston’s best spots for shopping, dining and site-seeing.

A limited number of hotel rooms are available for participants at the discounted rate of $319 per night, for April 25th and 26th only. To make your room reservation or for questions about guest accommodations, please contact the Sheraton Boston Hotel reservation line at (888) 627-7054 or visit their website at www.starwoodmeeting.com/Book/AMS17.

ABOUT APPLIED MARKETING SCIENCE

For more than 25 years, Applied Marketing Science (AMS) has been the authority on turning customer insights into innovation. Co-founded in 1989 by Dr. John Hauser, Kirin Professor of Marketing at the Massachusetts Institute of Technology and co-author of the landmark paper, “The Voice of the Customer,” AMS has helped professionals at hundreds of global companies apply the Voice of the Customer and other techniques to create innovative products and distinctive customer experiences. To learn more, visit www.ams-insights.com or call us at 781.250.6300.

ABOUT YOUR INSTRUCTOR

Gerry Katz is a recognized authority in the areas of new product development, design of new services, process innovation, and market research, with more than 40 years of consulting experience. At AMS, he has led more than 300 major clients engagements employing the Voice of the Customer (VOC), Quality Function Deployment (QFD), and a large number of other marketing science applications. His client engagements have covered a wide variety of industries, including healthcare, consumer durables and packaged-goods, medical technology, and industrial products. He is a former member of the Board of Directors of the Product Development and Management Association (PDMA), the world’s leading professional society devoted to the study and practice of developing and commercializing new products and services. He is also certified as a New Product Development Professional (NPDP) and is a senior contributing editor to Visions Magazine.