



Learn VOC from

THE EXPERTS

Listening to the Voice of the Customer

OCTOBER 16-17, 2019 – CHICAGO, IL

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) on October 16-17, 2019 in Chicago, IL for our acclaimed workshop "Listening to the Voice of the Customer."

Led by veteran product development and market research experts, Gerry Katz and John Burns, this course will introduce Voice of the Customer (VOC) market research and teach you how to use it to accelerate innovation in your business. The course is delivered in a lively, interactive format with numerous hands-on activities. You will learn 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. To reserve a spot in this course today, visit <https://ams-insights.com/training-coaching/upcoming-workshops/listening-voice-customer-chicago-2019/> or call Kelly Dudenhoeffer 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 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
- ABB
- Blue Cross Blue Shield
- Boeing
- Cisco
- Walmart
- Whirlpool
- Olympus

WHAT OUR ATTENDEES ARE SAYING

// Best course I have ever seen in 10 years of marketing."

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."

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.



APPLIED MARKETING SCIENCE
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Course Outline

DAY 1

Course Overview and Introduction to VOC	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Whom to interview• Interview formats: in-depth interviews, ethnography, focus groups, IDI's• Interview logistics: recruitment, facilities, technology• Writing an interview guide
How to Interview Customers	<ul style="list-style-type: none">• Active listening• Role-playing and critiquing

DAY 2

Analyzing Customer Interviews	<ul style="list-style-type: none">• Extracting insights from interviews• Needs, solutions, target values, and opinions
Organizing and Prioritizing What Customers Say	<ul style="list-style-type: none">• Building an affinity diagram of needs• Assessing importance and performance
Translating the Voice of the Customer into New Products, Services, and Specifications	<ul style="list-style-type: none">• 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 and pay by September 13, 2019 will get a \$200 discount on regular rates. Companies who register three or more participants will get an additional \$100 discount on both regular and early-bird rates

ABOUT THE VENUE

The University Club of Chicago is conveniently located in the heart of downtown Chicago, at the corner of Michigan Avenue and Monroe Street, and accessible via public transportation from both local airports.

A limited number of hotel rooms are available for participants at the discounted rate of \$229–\$279, for October 15th and 16th only. To make your room reservation or for questions about guest accommodations, please contact the Club at (312) 726-2840, ask for guest room reservations and mention Applied Marketing Science. Reservations for all guests must be received on or before September 17, 2019 to receive the discounted rate.

Note: There is currently no tax charged on the stated room rates, however, each room reserved by a guest of the Club is subject to a mandatory 18% surcharge per evening for the privilege of utilizing the Club.

About Applied Marketing Science

For more than 25 years, Applied Marketing Science 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.



GERRY KATZ

Vice Chairman

Gerry 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.



JOHN BURNS

Principal

John is a product development expert with 20 years of experience training clients on the effective use of research to support innovation. A gifted teacher and facilitator, John has extensive experience teaching in academic and professional settings. At AMS he has helped clients meet new product and service innovation challenges through the use of both qualitative and quantitative research methods, including customer interviewing, ethnography, segmentation and choicebased research.



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