

# Learn VOC from

# THE EXPERTS

## Listening to the Voice of the Customer

APRIL 27 - 29, 2021 - VIRTUAL

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 April 27-29, 2021 for our acclaimed workshop "Listening to the Voice of the Customer." The workshop will be held live online.

Led by veteran product development and market research experts, Andrea Ruttenberg, Ph.D. and John Mitchell, 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 15 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-2021/> or email Kelly Dudenhoeffer at [kdudenhoeffer@ams-inc.com](mailto:kdudenhoeffer@ams-inc.com).

### 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.



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## COURSE OUTLINE

### DAY 1

Course Overview and Introduction to VOC	<ul style="list-style-type: none"> <li>• Why you should listen to customers: a technical explanation</li> <li>• Needs vs. solutions</li> <li>• Correctly defining the Voice of the Customer (VOC)</li> <li>• How Voice of the Customer fits into the product/service development process</li> <li>• The VOC roadmap</li> </ul>
Designing the Interview Process	<ul style="list-style-type: none"> <li>• Who to interview: designing a sample</li> <li>• Where and how to interview them: focus groups, one-on-ones and ethnography</li> <li>• How many customers to interview: sample size</li> <li>• Logistics of interviewing: recruitment, facilities, technology</li> </ul>

### DAY 2

What Kinds of Questions to Ask	<ul style="list-style-type: none"> <li>• Explaining objectives and setting up the process</li> <li>• Writing the interview/discussion guide</li> </ul>
How to Interview Customers	<ul style="list-style-type: none"> <li>• Introducing the interview</li> <li>• Active listening</li> <li>• Probing: getting past generalities</li> <li>• Paraphrasing: when and why</li> <li>• Dealing with difficult respondents</li> <li>• Role-playing and practice interviewing</li> </ul>
Analyzing the Interviews	<ul style="list-style-type: none"> <li>• Transcribing, highlighting and winnowing</li> <li>• Needs vs. solutions, engineering characteristics, target values and opinions</li> <li>• How and where machine learning can supplement the process</li> </ul>

### DAY 3

Organizing and Prioritizing What Customers Say	<ul style="list-style-type: none"> <li>• Affinitizing customer needs</li> <li>• Importance vs. performance</li> </ul>
What You Can Do with Voice of the Customer Information	<ul style="list-style-type: none"> <li>• Market opportunity grids</li> <li>• Communicating the voice throughout the organization</li> </ul>
Translating the Voice of the Customer into New Features and Solutions	<ul style="list-style-type: none"> <li>• Concept and prototype evaluation</li> <li>• Conjoint Analysis</li> <li>• Quality Function Deployment (QFD)</li> </ul>

## PRICING

Tuition for the course is \$1,795 per participant, which includes all course materials. Participants who register and pay by March 19, 2021 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 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](http://www.ams-insights.com) or call us at (781) 250-6300.

## COURSE INSTRUCTORS



### ANDREA RUTTENBERG, PH.D.

*Associate Principal*  
Andrea helps her clients use research to develop successful products, services, and experiences, build stronger brands, and make critical business decisions. She has worked with clients in a range of industries and specializes in both qualitative and quantitative research. Andrea provides coaching and training to organizations that want to build their internal insights and market research capabilities.



### JOHN MITCHELL *President & Managing Principal*

John has over 20 years' experience in marketing strategy, market research, and innovation. He specializes in research to support new product development and customer experience design, and has led engagements in the U.S., Latin America, Europe and Asia. John has also trained and coached hundreds of AMS clients to develop their in-house insight capabilities.



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