



Learn VOC from

THE EXPERTS

Listening to the Voice of the Customer

IN-PERSON TRAINING | NEW ENGLAND

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 our acclaimed workshop, "Listening to the Voice of the Customer." The workshop will be held live and in-person at AMS headquarters, located at 10 Mall Road in Burlington, MA.

Led by veteran product development and market research experts John Mitchell and Kristyn Corrigan, 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 our website here](#) or email Juli Lin at jlin@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
- Bosch
- Baker Hughes
- Intel Corporation
- ABB
- Caterpillar
- Blue Cross Blue Shield
- PPG
- Boeing
- Boston Scientific
- Cisco
- General Electric
- Walmart
- John Deere
- Whirlpool
- Johnson & Johnson
- Olympus
- S.C. Johnson & Son

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 TOPIC OVERVIEW

2 DAYS OF INSTRUCTION

LIVE INSTRUCTION TIME: 8:00AM ET - 5:00PM ET

Course Overview and Introduction to VOC	<ul style="list-style-type: none">• Why you should listen to customers: a technical explanation• Correctly defining the Voice of the Customer (VOC)• How Voice of the Customer fits into the product/service development process• The VOC Roadmap
Designing the Interview Process	<ul style="list-style-type: none">• Who to interview: designing a sample• Where and how to interview them: focus groups, one-on-ones and ethnography• How many customers to interview: sample size• Logistics of interviewing: recruitment, facilities and technology
What Kinds of Questions to Ask	<ul style="list-style-type: none">• Explaining objectives and setting up the process• Writing the interview/discussion guide
How to Interview Customers	<ul style="list-style-type: none">• Introducing the interview• Active listening• Probing: getting past generalities• Paraphrasing: when and why• Dealing with difficult respondents• Role-playing and practice interviewing
Analyzing the Interviews	<ul style="list-style-type: none">• Transcribing, highlighting and winnowing• Needs vs. solutions, engineering characteristics, target values and opinions• Adding observational research• How and where machine learning can supplement the process
Organizing and Prioritizing What Customers Say	<ul style="list-style-type: none">• Affinitizing customer needs• Importance vs. performance
What You Can Do with Voice of the Customer Information	<ul style="list-style-type: none">• Marketing opportunity grids• Communicating the voice throughout the organization
Translating the Voice of the Customer into New Features and Solutions	<ul style="list-style-type: none">• Concept and prototype evaluation• Conjoint analysis• Quality Function Deployment (QFD)

...and so much more!

PRICING AND VENUE

Tuition for the course is \$1195 per participant, which includes all course materials, meals, and beverages. Companies who register three or more participants will get an additional \$50 discount per participant on regular rates.

The workshop will be held at the AMS office in Burlington, MA, approximately 15 miles outside of Boston. Please see your registration confirmation email for information regarding accommodation and travel.

ABOUT APPLIED MARKETING SCIENCE

For more than 30 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.

COURSE INSTRUCTORS



KRISTYN CORRIGAN

Principal

In Kristyn's nearly 20 years of consulting experience, she has helped dozens of companies use customer insights to create more successful products, services and customer experiences. In addition to consulting work, Kristyn trains and coaches companies to create and implement their own in-house Insights and Voice of the Customer programs. She was recently appointed to the Product Development and Management Association (PDMA) Board of Directors.



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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