



Learn VOC from

THE EXPERTS

Listening to the Voice of the Customer | IN-PERSON TRAINING

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." This session will be held live and in-person at the Avenue of the Arts Costa Mesa Hotel in Orange County, California.

Led by veteran product development and market research expert John Mitchell, this foundational course will cover Voice of the Customer (VOC) research and its application in product innovation and customer experience design.

The workshop follows a lively, interactive format with numerous hands-on activities and opportunities for participants to learn from each other.

You will learn how to:

- See the world through your customers' eyes, so that you can build products customers want to buy
- Use a needs-based VOC approach to accelerate innovation in products and services
- Define and execute a VOC project yourself, within your team
- Translate what you learn about customers into actionable information
- Apply quantitative methodologies to prioritize needs for product development

You will leave the session ready to execute VOC in your own company. In addition to what you learn in the course, all attendees will get ongoing access AMS's exclusive online VOC toolkit of job aids, templates and knowledge resources, to help complete your VOC project successfully. Each registration also includes a follow up consultation with your instructor to maximize the benefits of your training.

WHO SHOULD ATTEND

This course is most useful for product developers, engineers, marketers, and managers responsible for product, service, and customer experience innovation in companies of all sizes. It is best for participants who are new to market research or whose skills could use a refresher. Experienced market researchers are encouraged to check out our workshops on more advanced topics.

Since 2001, AMS has trained thousands of professionals in our VOC methods. Join a cohort of like-minded professionals as a customer-focused alumni community. **Prior attendees have included representatives from:**

- ABB
- Baker Hughes
- Blue Cross Blue Shield
- Boeing
- Bosch
- Boston Scientific
- Caterpillar
- Cisco Systems
- Edwards Lifesciences
- Intel Corporation
- John Deere
- Johnson & Johnson
- Medtronic
- Microsoft
- Olympus Surgical Technologies
- Siemens Healthineers
- Walmart
- Whirlpool

INDUSTRIES WE'VE TRAINED

- Banking, Investing, and Insurance
- Building Materials and Durables
- Business Services
- Chemicals, Coatings, and Additives
- Consumer Durables
- eCommerce and Retail
- Engineered Products and Components
- Fast-Moving Consumer Goods
- Heavy Equipment
- Manufacturing
- Medical Products and Pharmaceuticals
- Nonprofit and Public Sector
- Oil and Gas
- Technology and Telecommunications
- Travel, Logistics, and Hospitality



Before this workshop, we had no process for gathering VOC data. I can now say with confidence that our instructors have set us up for success. I recommend spending the two days completing this workshop led by Applied Marketing Science.

COURSE TOPIC OVERVIEW

This course spans 2 days of instruction (8:00AM - 5:00PM on Day 1, 8:00AM - 2:30PM on Day 2) and covers seven instructional modules.

Module 1: Centering innovation around your customers' needs	<ul style="list-style-type: none"> Discuss the importance of customer fit as an ingredient to successful innovation Define Voice of the Customer (VOC)—what it is, and what it is not Define and give examples of customer needs
Module 2: Aligning your effort with your objectives	<ul style="list-style-type: none"> Describe the benefits of a VOC project charter and explain why it's critical to the success of your project Complete a project charter focused on a business problem within your organization Evaluate the components of your project charter to scope your research project
Module 3: Identifying your target customers	<ul style="list-style-type: none"> Explain the different types of customers you really have Describe the role of segmentation in innovation research Build a customer sample for market research Evaluate different recruiting methods for market research and determine which ones are best for your study Create a strategy for finding customers for insights efforts
Module 4: Asking questions the right way	<ul style="list-style-type: none"> Identify good and bad interviewing techniques Develop a discussion guide that you can use to understand your customers' needs Lead a qualitative VOC interview
Module 5: Turning data into insights	<ul style="list-style-type: none"> Determine the optimal number of interviews for your VOC Explain the difference among needs, solutions, opinions, and target values Perform core analyses of VOC data Turn a mountain of raw VOC into a coherent product
Module 6: Narrowing your focus to the right customers	<ul style="list-style-type: none"> Describe quantitative research methods used for effective VOC Write a survey to measure importance and performance of customer needs Use quantitative findings to set development priorities based on customer needs Execute a simple quantitative survey of your customers
Module 7: Validating customer fit	<ul style="list-style-type: none"> Explain when and where concept evaluation fits in product development Outline the dimensions of a good concept stimulus Describe the different forms and use cases of qualitative and quantitative concept evaluation

...and so much more!

REGISTRATION

Tuition for the course is \$1,695 per participant, which includes all course materials and food and drinks for both days. An early bird discount is available for those who register before December 31, 2024.

"Listening to the Voice of the Customer" qualifies for two full days (16 hours) of credit toward PDMA's NPDP certification and re-certification.

Enrollment is capped at 20 participants, to maintain a seminar format and facilitate in-class discussions, and to provide networking opportunities among attendees. For groups of more than five, please consider a private session tailored to your organization's needs. [Visit our website to learn about our private training offerings.](#)

If you have any questions or require assistance, please contact Juli Lin at jlina@ams-inc.com.

COURSE DATES

March 18 - 19, 2025

INSTRUCTOR



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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