

15.821 Listening to the customer

- Learn how to get quick customer input, skipping the market research middleman
- Apply qualitative methods (focus groups, interviews)
- Do a Voice of the Customer project
- For everyone (marketing, product development, consulting..)

15.822 Strategic Market Measurement

- Learn how to create, interpret and analyze a market research survey
- Emphasis on market structure and segmentation
- Hands-on conjoint and cluster analysis
- For consulting, market research careers

Understanding the customer requires...

a complete inventory of needs/benefits

a sense of overall structure and organization

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a sense of what's general to the market and what's special to some segments

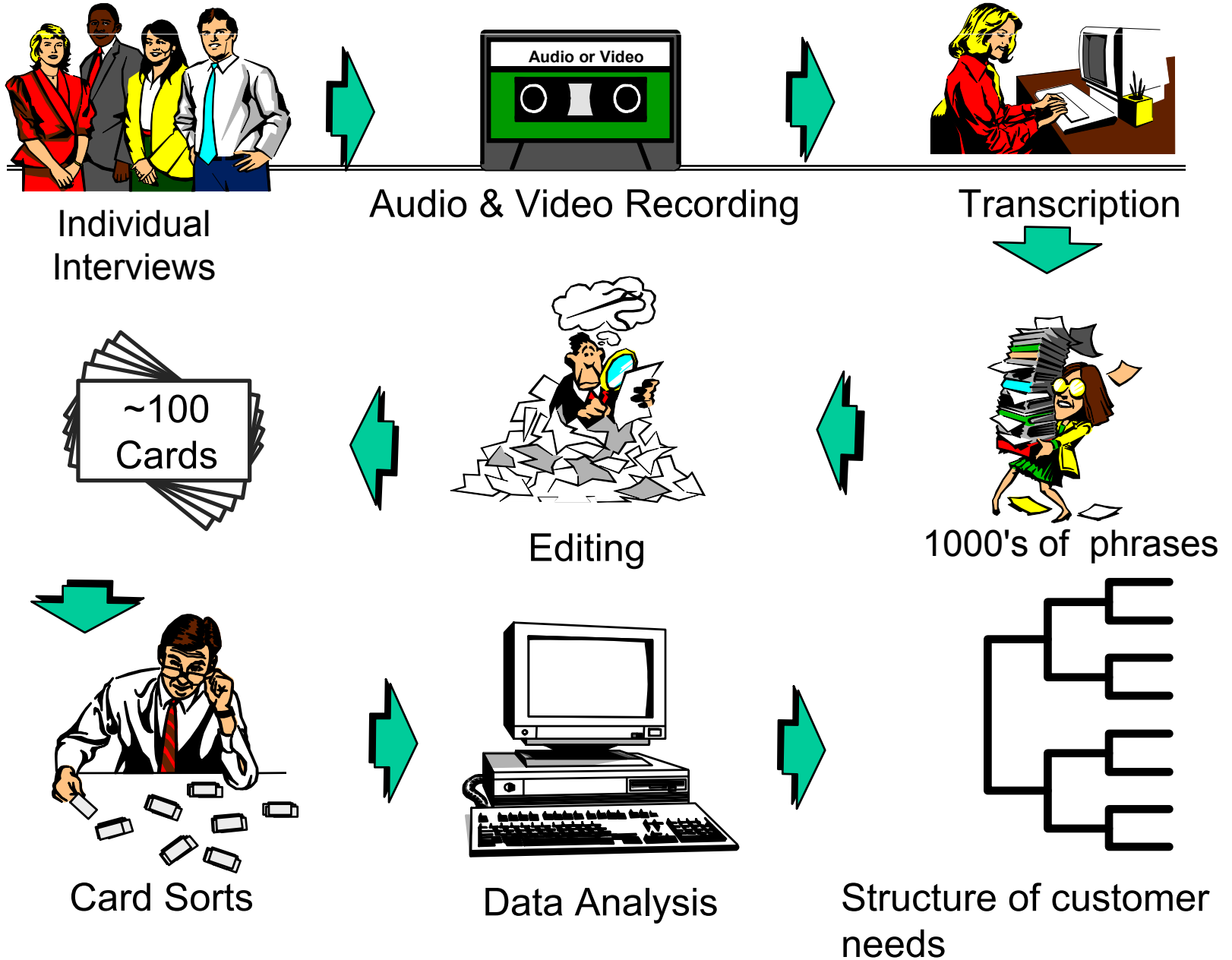
a sense of relative importance

15.822 Strategic Market Measurement

Voice of the Customer Assumptions

- Customers live in a different world, speak a different language....
- Customers can express needs, not solutions
- The 'pool' of needs is finite
- Needs can be grouped into strategic 'bundles' which drive competition

The VOCALYST® Process



Voice of the Customer Class Project

- Pick group (3-5)
- Select topic and objective
- Prepare interview discussion guide, starting with a discussion of photos and images (like ZMAT)
- Conduct, tape and transcribe interviews
- Highlight “voices” = opinions, reasons, solutions
- Infer underlying needs, benefits and requirements
- Structure needs into a hierarchy (“affinity diagram”)
- Develop a concept that meets some of the key needs
- Write the report

What's a good topic?

==> fits the GUIDE acronym!

- **Generate** (... customer needs in connection with a product or service)
- **Understand** (.. the customer's point of view about an issue or problem)
- **Identify** (...areas where current product performance falls short)
- **Describe** (... the decision process of a certain type of customer)
- **Explore** (... the customer's perceptions of a company, or product)

Schedule & Project tasks

Case Boston Beer

**Interviews CBE
Exercise**

*Select topic
discussion guide*

**Vocalyst, Bob
Klein**

**Focus G BFD
Case**

Conduct interviews

**Mr. Big (Jim
Ferry)**

**Observa-tional
methods**

Transcribe int.
Select "voices"

**Christina Hepner
Brodie**

**Scrubbing
Exercise**

Scrub voices create
affinity d.

Idea Generation

**Psychol. of
Pricing**

Generate concept

No class

Presentations

Write report