

Getting the Voice of the Customer Right

Mastering the Art of Customer Visits

Auckland Tuesday 24 March, 2009 Christchurch Thursday 26 March, 2009

Led by the foremost authority on customer visits: **Edward F. McQuarrie Ph.D.**

An intensive one-day seminar on how to design, conduct and analyze customer visits for new product innovation. Learn proven techniques to identify customer needs - including unmet, unspoken needs - and significantly boost your product success rate.



Professor Edward McQuarrie is the Associate Dean for Assessment in the Leavey School of Business and Professor in the Department of Marketing at Santa Clara University.

Considered to be the foremost Voice of the Customer expert, McQuarrie is also the author of two ground breaking books on the subject including *Customer Visits: Building a Better Market Focus* and *The Market Research Toolbox: A Concise Guide for Beginners*.

"Most product development is driven from a technology perspective. About 15 years ago Ed McQuarrie taught us how to run a customer visit program at Apple. Since then I've seen Ed's process applied successfully on many projects at Microsoft, Apple, Palm and much smaller start-ups. Many NZ companies are also using his process with great success. Ed truly is a world authority. This workshop is a must attend event for innovators who want to be market driven". **Dr Richard Mander**

What you will learn

- The ABC's of customer visits - when to do them, how many are enough, how to assemble the team, how to ask the right questions and how to report out the key findings
- How to understand what customers can (and cannot) tell you - stop wasting time on questions that don't work and identify questions that will yield real insight!
- Analytical tools to link the Voice of the Customer to product design and key business decisions
- How to gain the organizational buy-in required for a successful customer visit program
- Why a cross-functional team approach for customer visits is a MUST and how to prepare these teams for success

Who should attend

VPs, Managers and Directors of New Product Development, Engineering, R&D, Product Management, Marketing, Technology, Quality, Business Development, Strategic Planning and any position with responsibilities related to identifying and responding to customer needs and market developments.

Information & Registration

Visit www.smartnet.co.nz email info@smartnet.co.nz or phone 03-366 7874.

Register now to reserve your place. This workshop was a sell-out when run in 2007 and 2008.

Principal Supporter



Workshop co-ordinator



OFTEN CUSTOMERS CAN'T TELL YOU WHAT THEY REALLY WANT.

Yet unspoken needs not only drive buying behavior, they are a powerful source of new product innovation. Product developers who know how to tap into these needs are steps ahead of the competition.

Everything from knowing what to ask, whom to ask, and how to ask is critical. Just talking with customers, while admirable, can actually lead you astray if done incorrectly. That's why *Getting the Voice of the Customer Right: Mastering the Art of Customer Visits* will examine how to conduct customer visits — where you can personally enter the world of your customers and learn about their unspoken needs through direct interaction.

Programmatic customer visits for product development have been a business practice for over twenty years and if executed successfully, can generate unique customer perspectives that would be difficult to gain from other VOC activities. Focused on best practices and key criteria for success, this seminar will provide participants with practical, step-by-step guidelines to successfully design, conduct and analyze a program of customer visits — specifically, it will prepare you for how to select the right customers, ask the right kinds of questions and uncover needs that customers don't know how to vocalize. In an economic climate plagued by fickle customers, fierce competition and product proliferation, you cannot afford not to master the art of conducting successful customer visits.

Course Outline

- Where Customer Visits Fit in the Market Research Toolbox
- Planning a Program of Customer Visits
- Selecting Which Customers to Visit
- Designing a Discussion Guide
- The Art of Constructing Good Questions
- Honing Your Interview Skills
- Analyzing Customer Visit Data Wrap-up and Action Items



Key Benefits: Attend this seminar and you will learn

1. When to do customer visits, when to do focus groups, and when it's better to engage in some other kind of market research entirely.
2. What it takes to gain organizational buy-in and how to do it.
3. How to calculate how many customers, across which segments, you need to visit in order to collect actionable data.
4. The importance of assembling a cross-functional team to conduct customer visits and how to prepare these teams to succeed.
5. How to design a discussion guide to maximize the effectiveness of a series of customer visits – know what topics to include and how to sequence them.
6. What customers can tell you (and what they can't) – learn how to construct questions that uncover real insights.
7. How to assess the economic value of a proposed solution in the eyes of the customer.
8. That customer visits can serve dual purposes, both to gather customer input and build relationships.
9. Interview techniques that will help you identify needs that customers cannot vocalize – and know when and how to probe further.
10. Analytical tools for linking the Voice of the Customer to product design and key business decisions.

Investment

Standard Rate: \$850 + GST pp; Group Rate: \$680 + GST pp (3 or more people).

Register via <http://www.smartnet.co.nz> or contact Sandra Lukey at SmartNet phone (03) 374 6753 (ddi) or (03) 3667 874 or email sandra@smartnet.co.nz

This course was fully subscribed when run in 2007 and 2008. Workshops limited to 35 participants.