

Voice of the Customer

What does it really mean for your product?

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“The short road to ruin is to emulate
the methods of your adversary.”

— Winston Churchill

Nokia Morph Video

Consumer Insight and Product Design



A new approach

- Translating the “*voice of the customer*” into “*the voice of the engineer*” requires a new approach to product design.
- Simultaneously meeting the many dimensions of quality demanded by customers is a major design challenge.
- Employing cross-functional teams requires an integrative design and communications tool.

An Innovation-Driven Market

- Sustainable, profitable innovation is critical to the ability of companies to achieve high performance in today's bid for tightening consumer dollars.
- High-performance businesses introduce more new products and bring them to market much faster than their peers.
- Top performers launch 25 times the number of products compared to the bottom quartile performers
- They generate 20 percent more revenue from new product introductions. Moreover, the top quartile high performers' speed to market is nearly five times faster than their peers.

Customer Needs Assessment

Whether you are designing a product it is important to know how to:

- Assess, compare, or develop a product concept to the needs/desired outcomes of the customer
- Define the desires of the customer—are they social, economic, other?
- Have you/your team have an in-depth understanding of all of the customers **DESIRED OUTCOMES**
- Understand the customer's environment, agendas, **anything/everything** that affects the use of products in the marketplace



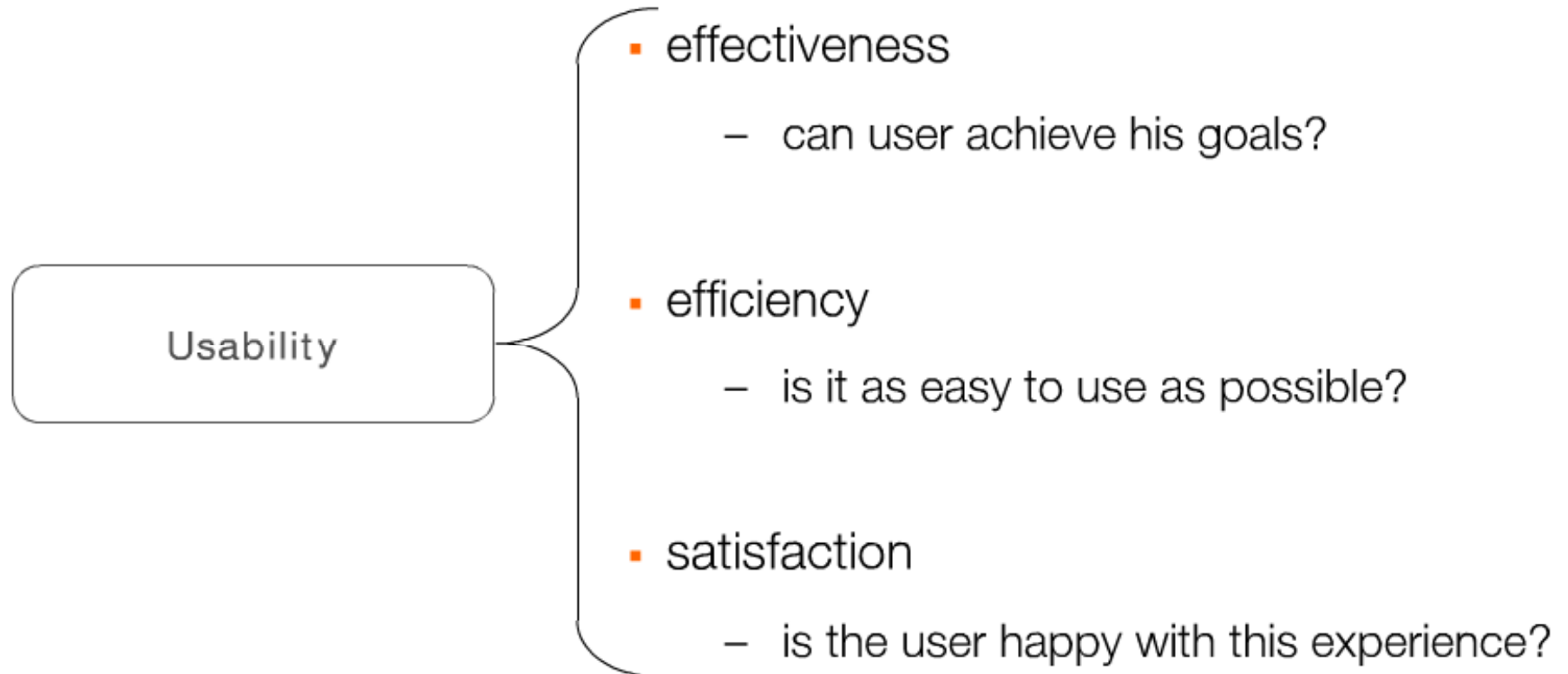
Case Study

Usability & product design process

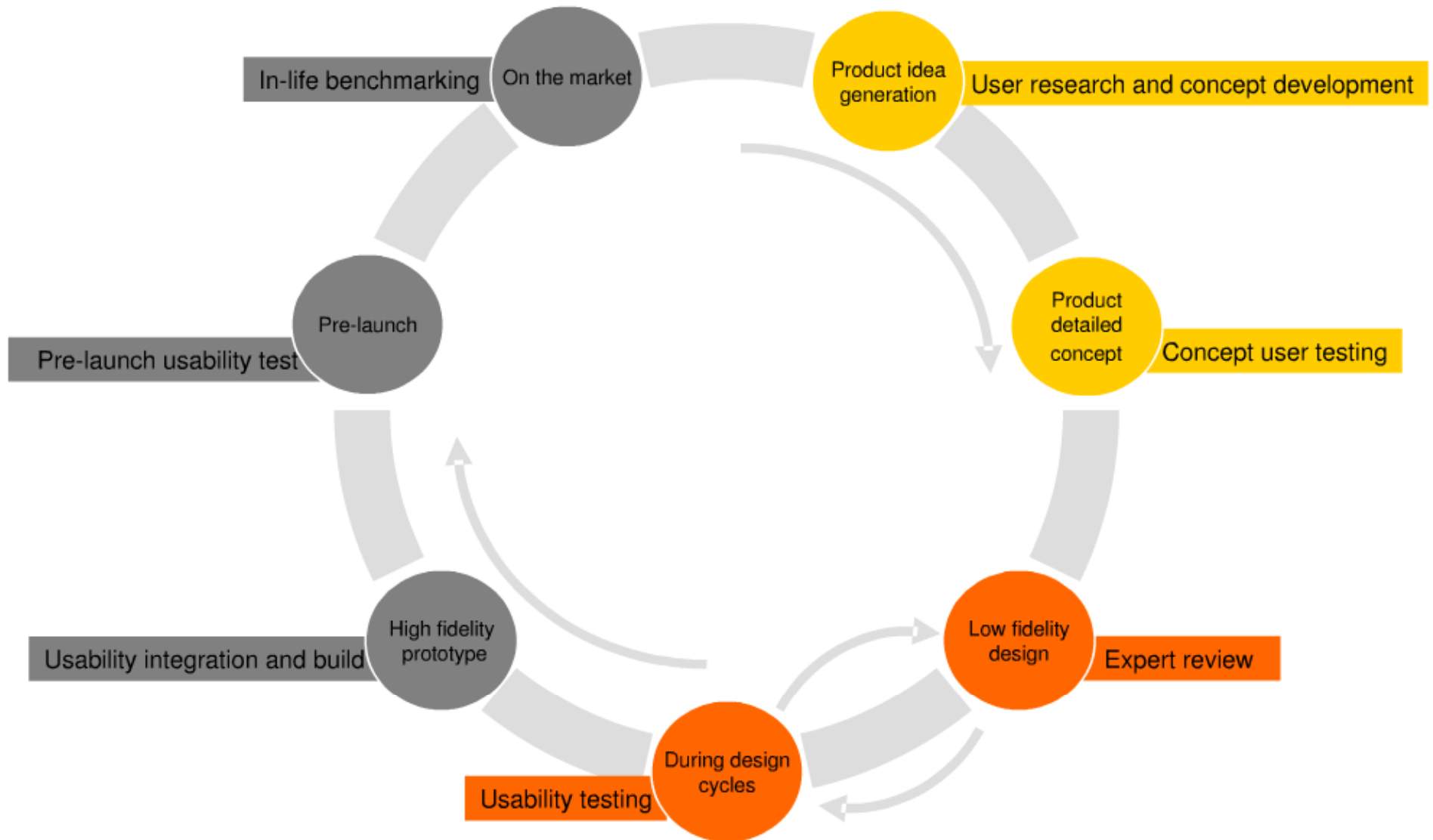


Apple Video

Usability: Definition



The Supporting the Product Design Process



The process for superior results



Techniques

- Develop an innovation process that will continually satisfy and evolve with consumer needs.
- Arcus recommends three techniques:
 1. Developing actionable insights to inform product development ideas and investment
 2. Adopting a repeatable process and capabilities to increase speed- and scale-to-market
 3. Mastering the right product mix to improve top-line profitability

Customer Needs Assessment Matrix

Desired Outcomes	Definition	Rationale	Performance Expectation	Opportunity
<p>A word or phrase using the language of the in the customer that states the need, issue or problem to be solved (e.g. ability to reach treatment site, visualization, increase positive clinical outcome).</p>	<p>Complete description of the customers desired outcome. This must be completely agreed upon by customer and team.</p>	<p>Provides the reason that the attribute is important to the customer.</p>	<p>List the customer requirements in qualitative, quantitative, or comparative terms.</p> <p>These may be based on performance outcomes, competitive products, regulatory or international standards.</p> <p>This is best defined as range spanning the desired and minimal requirements of the customer.</p>	

Method Video

A Plan for Success

- Start with a baseline of your customers' satisfaction levels today.
- Cross-functional teams where performance impacts results
- Seek out competitors' customers and lost prospects.
- Use both qualitative and quantitative customer listening tools for best results
- Get the Voice of the Customer involved early and often in the NPD process
- Insist on financial accountability around new product introductions