

Voice of the customer

The Change4 programme uses the voice of the customer approach to gain a better understanding of your current, former and potential customer's needs.

This structured approach allows you to investigate the relative importance of factors such as:

- Price
- Delivery
- Quality
- Service

and to identify other unstated factors relevant to individual and groups of customers.

The approach often uncovers issues which the customer has not yet been able to put into words which allows you to meet their unstated requirements.

It may also allow you to identify requirements which they would ask you to do if they thought there was a chance you would do it or knew that you supplied.

Finally, the use of the voice of the customer can identify new business opportunities by either uncovering unsatisfied demand or providing a spur for innovation.

If you are not listening to the voice of the customer, you are driving with your eyes closed.

Change4 - Business Development for the real world

This programme is a 4 Dimensional Business Development Programme which incorporates:

- Knowledge input
- Coaching and mentoring
- Action Learning and
- Customer Input

The programme is tailored to your specific needs, taking account of your level of knowledge and experience. All of the knowledge transfer modules have been broken down into manageable chunks and are amply illustrated with relevant examples.

4 major topics relevant to your business development are covered:

1. Strategy and Marketing - your development route and competitive advantage
2. Customer focus - what do customers think is important
3. Business processes - how do you organise your work
4. People Issues - how do you gain commitment and enthusiasm

Each major topic is reinforced by an activity you undertake in your business to build your understanding of the development route and to collate information to inform your decisions. This work is guided by skilled coaches and mentors who have operated at board levels in companies of similar sizes to your own. They have been through the mill and have the scars to prove it.



Once you have an understanding of your preferred development route and your view of sources of advantage you have in the market, the views of your customers [and ideally, those of your competitors] can be built in to the programme. This element uses the voice of the customer approach which allows you to determine the customer's real needs and desires often before they appreciate it themselves.

The programme is rounded off with the development of an action plan to resolve an issue of concern. If you would like the support of an experienced change manager during the implementation phase, we can build this into the programme.

The Change4 programme goes beyond conventional training by providing the opportunity to apply the concepts to your own business issues with the support of experienced practical managers.

You will get the opportunity to make a real difference to your company and how it is seen in the eyes of your customers .

Contact Us

We would be pleased to discuss how we can support your organisation.

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