

# Voice of the Customer

**We need to "Get It", the customer needs us to help them make \$\$\$, and the process needs to be fast and easy.**

To be the Voice of the Customer, we need to THINK LIKE A CUSTOMER, and a demanding one at that.

We must constantly attempt to anticipate his needs before he has a reason to voice them or to complain.

Secondarily, it means relaying the customer's ideas and complaints if we fail to get it right the first time.

In order for this to work, everyone must voice their ideas immediately, evaluate and execute immediately, and convey the plan back to the person with the idea.

Date: \_\_\_\_\_

Person With Idea: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Person Completing Form: \_\_\_\_\_

Description Of Idea:

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Person on our staff assigned to \_\_\_\_\_  
evaluate and execute the idea:

Give a copy of this form to his/her supervisor  
and to Chris Howe.

Accepted as follows:

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Deadline for completion: \_\_\_\_/\_\_\_\_/\_\_\_\_

Declined for the following reasons:

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Responded to person with idea on \_\_\_\_/\_\_\_\_/\_\_\_\_ (must be within 2 days of receiving this VOC)

Date of completion: \_\_\_\_/\_\_\_\_/\_\_\_\_

Give a copy of completed VOC to the person with the idea, to Chris Howe, and to your supervisor.