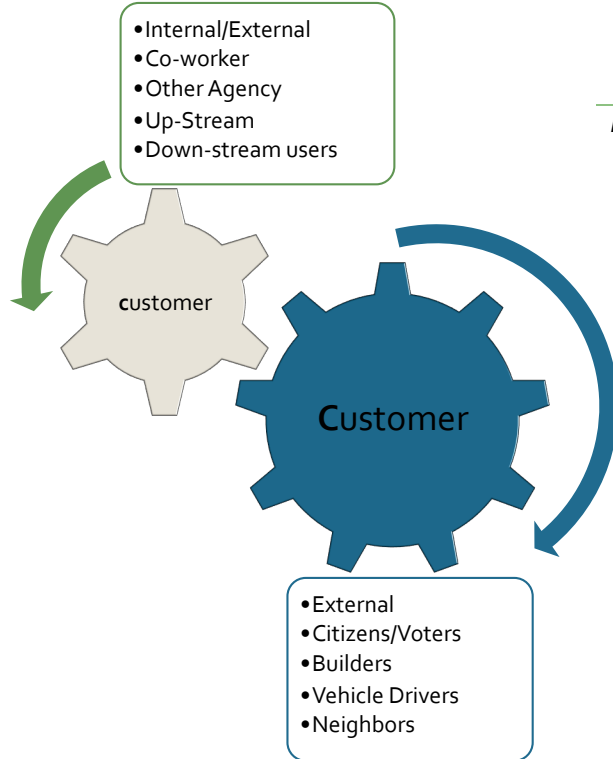


VOICE OF THE CUSTOMER

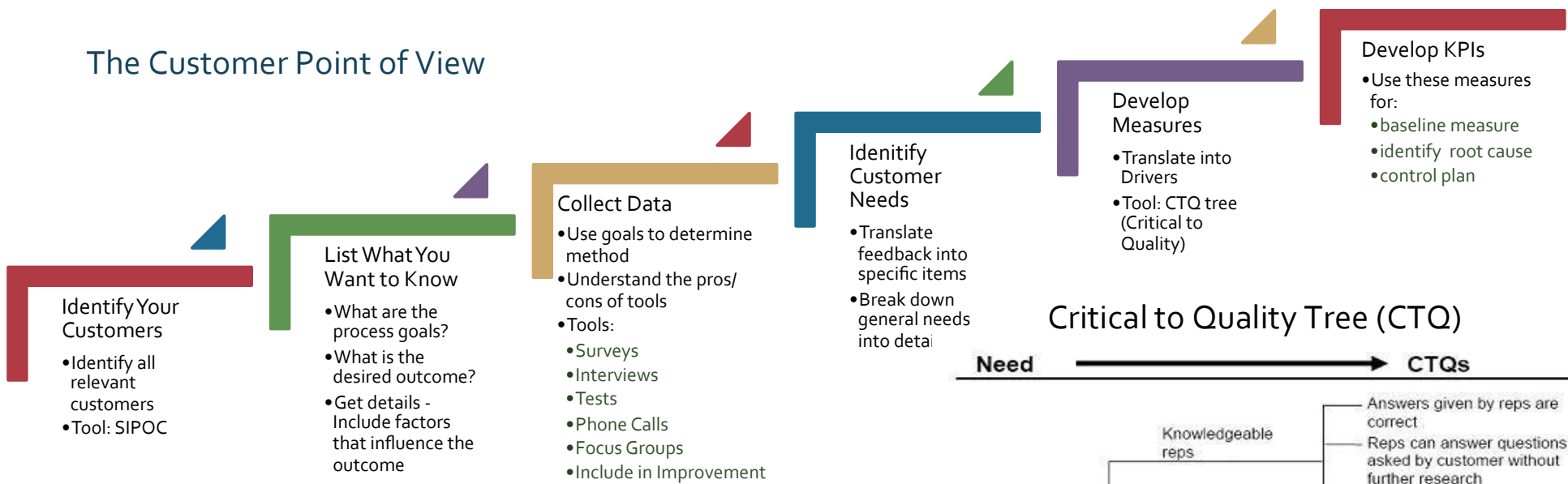
The "Voice of the Customer" is the term used to describe the stated and unstated needs or requirements of the customer.

Who are Customers? "C" or "c"

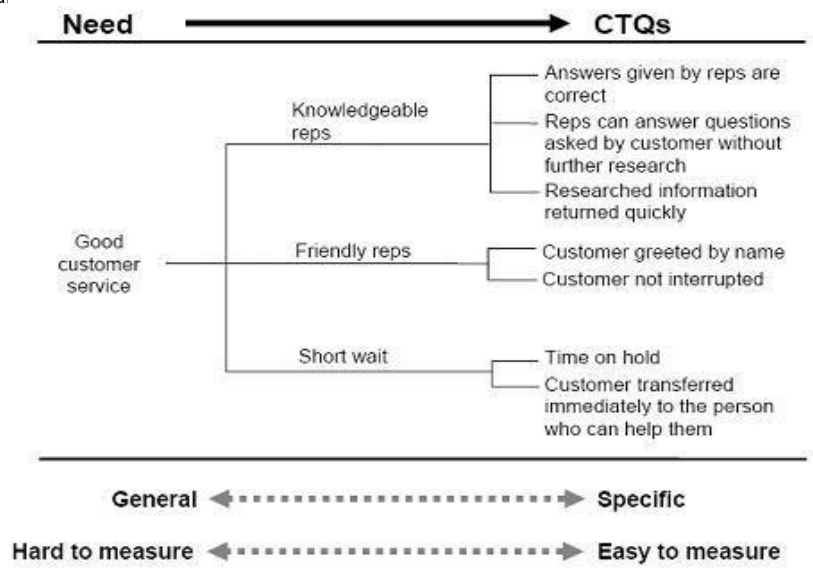


Name	Who	Responsibility	Time Commitment
Upstream customer	<p>The people who work on the previous phase of the value stream.</p> <p>They may provide inputs to the process.</p>	<p>Participates in the Measure, Analyze, and Improve phases of the process improvement.</p> <p>Provides information about inputs to the process.</p>	<p>Upstream customers begin involvement in the "Measure" phase, generally with a kick off meeting that reviews the charter; they can provide baseline data for the process.</p> <p>They are key participants in the improvement event and provide feedback for the Process SMEs as they implement the improved process.</p>
Downstream customer	<p>The people who work on the next phase of the value stream.</p>	<p>Participates in the Measure, Analyze, and Improve phases of the process improvement.</p>	<p>Downstream customers begin involvement in the "Measure" phase, generally with a kick off meeting that reviews the charter; they can provide baseline data for the process.</p> <p>They are key participants in the improvement event and provide feedback for the Process SMEs as they implement the improved process.</p>
External customer	<p>The people who receive the product or service and/or are impacted by the outcomes.</p>	<p>Participates in the Measure, Analyze, and Improve phases of the process improvement.</p> <p>Provides information about inputs to the process, process, and solutions.</p>	<p>External customers usually begin involvement prior to the event.</p> <p>Sometimes external customers are involved in the "Measure" phase, but more likely work with the team in the "Analyze" phase helping with root cause analysis. They are minimally involved in the "Improve" phase, and provide feedback during the "Control" phase.</p>

The Customer Point of View



Critical to Quality Tree (CTQ)





How the customer explained it



How the Project Leader understood it



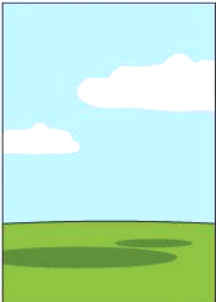
How the Analyst designed it



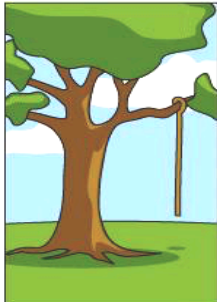
How the Programmer wrote it



How the Business Consultant described it



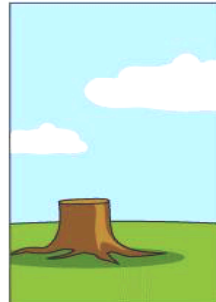
How the project was documented



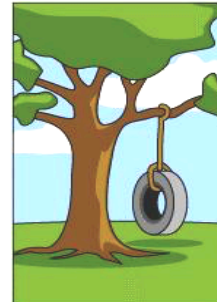
What operations installed



How the customer was billed



How it was supported



What the customer really needed

What Customers Bring

- Insight
- Requirements/Needs
- How the process really feels
- Avoid wasting time fixing things that the customer does not care about
- Improved relationship
- Solutions you never thought of
- Advocate in the community