



Voice of the Customer (VOC) Solution Process Flow

Identify Wants and Givens

Objective: Use anonymous ballots to brainstorm and determine how the best solution to the problem would be recognized for both the Customer and the Business.

Example: Lowest cost, highest profit, etc.



Affinitize Wants

Objective: Reduce the Number of Wants to the Significant Few using CDAM (Combine Delete Add Modify) technique.



Refine List

Objective: Take the output from brainstorming and create a manageable list for ranking and follow up action.



Select Best Solution

Objective: Rank the refined list and then combine the best segments from the individual ideas. This should yield the best decision based on the givens and wants. The decision to implement the idea is the responsibility of management at this point. Note: A risk assessment should be completed for the top 2-3 ideas prior to selection by the group.