



# Quality-One International

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## Voice of the Customer (VOC) Course Outline

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- Introduction to Voice of the Customer (VOC)
  - What is Voice of the Customer
  - What is Voice of the Business
  - What is Voice of the Engineer
- When is VOC Needed?
- Capturing VOC
  - What is studied
  - Demographics for the VOC
  - Statistical Significance of the Sample Size
- VOC Workshop: Defining the Need
- Methods for Capturing VOC
  - Surveys
  - Focus Groups
  - Face to Face Questioning / Interviews
- Ranking the Importance of VOC
  - Pairwise Comparisons
  - Analytical Hierarchy Process (AHP)
- VOC Workshop: VOC Experiment
- VOC to Requirements
  - What is a Requirement
  - Measurement
  - Benchmarks
- VOC Workshop: Requirements Document Creation