

Organized by



SFA Mumbai Chapter



New Panvel



Mumbai, India

Local Member Community

The Global Voice of Quality™

Dear All,

I have pleasure to inform you that the Pillai Institute of Information Technology and Society for Failure Analysis – Mumbai Chapter in association with American Society for Quality – Local Member Community is hosting a Series of Webinars via Google Hangout on Air, under Leadership Excellence Series. The ninth webinar in this series on “Voice of the Customer (VOC) Management” is scheduled on Wednesday, April 20, 2016 during 09.30 to 10.45 am at Conclave on 3<sup>rd</sup> Floor at PIIT Panvel.

## Voice of the Customer (VOC) Management

### Voice of the Customer (VOC)

- Voice of the Customer (VOC) is a **comprehensive Systems Approach** to effectively manage customer needs and expectations.
- It requires **systematically listening** to multiple customer voices, analyzing, prioritizing and then responding to customer issues.

### Outline of Presentation

- Customer Satisfaction & Economic Justification - **Why**
- Customer Satisfaction Management Principles - **What**
- Customer Delight: - **How**
  - Voice of the Customer (VOC)
  - World-Class Customer Service
- Best-in-Class Examples



### 15 Keys to World-Class Customer Service

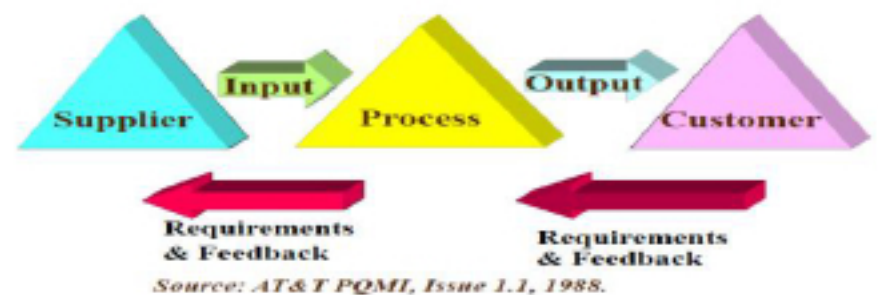
1. Your only excuse for being in business is to satisfy your customers.
2. You sell value - or you don't sell anything at all!
3. Customer define value in their own terms.
4. If anything happens after the sale, the customer hasn't gotten the value.
5. Dissatisfied customers aren't problems; they are golden opportunities.
6. The really demanding customers are platinum opportunities.
7. Focus on saving the customer, not on saving the sale.
8. There is no compromise for customer satisfaction and loyalty.
9. Treat your frontline people well, so they treat your customers well.
10. Give your customers a reason to give you honest comments.
11. To satisfy an unhappy customer, you must add extra value.
12. Always treat a customer as if he/she will remain a customer.
13. Always provide a dissatisfied customer a positive reason to deal with you.
14. Your processes must support the creation of customer satisfaction and loyalty.
15. Consistently satisfy your customers.

Source: Clay Carr, Front-Line Customer Service, 1990.

### Management of Critical Voices



### Customer-Supplier Relationship



When people act as citizens, they vote with their ballots but When people act as customers, they vote with their feet and wallet. For Voice Of the Customer (VOC) Management and satisfaction listen to Dr. Manu Vora, Past Vice President ASQ, ASQ Fellow and Certified Quality Engineer, speaking directly from Chicago live followed by 10-15 minutes Q & A with discussion. People desirous to take benefits of this knowledge gift Webinar are invited to join sharp at 09.30 am. Participants do not have to pay any fee.

With regards,

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