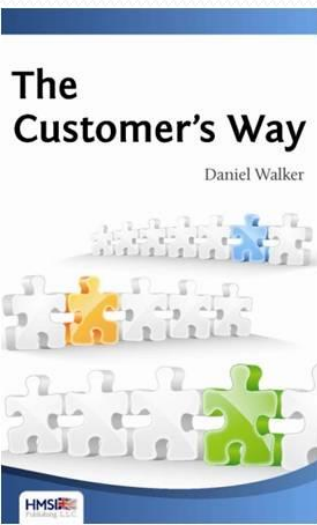


“THE CUSTOMER’S WAY”

ASKING THE RIGHT QUESTION
OF THE RIGHT PERSON
IN THE RIGHT WAY

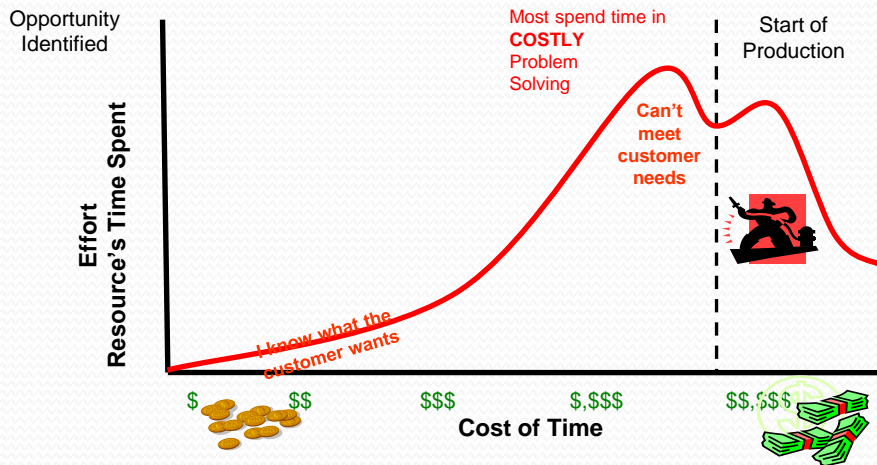


“The Customer’s Way” is a service provided by River’s End Consulting, llc

Average companies assume they know what their customers want and develop new products in a near vacuum, oblivious to the un-met needs that will delight the market. High quality companies assume they know very little and leverage a system to discover these un-met needs, improving new product success.

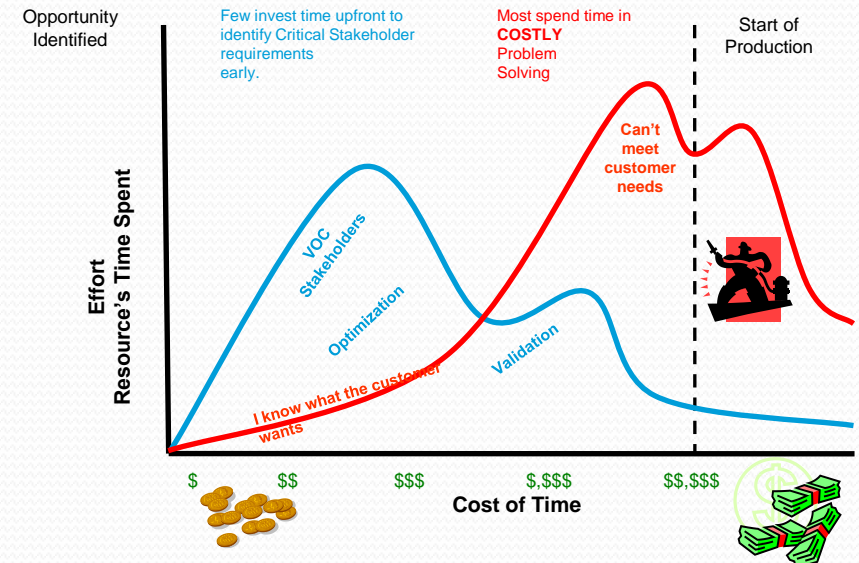
The Problem


- Companies pursue new product development with the attitude “I know what my customer wants and needs, why waste time asking them again?”
- They do a poor job of collecting critical information early in a project the results are less than what they desire
- Near the end of the project there is very expensive “firefighting” to fix problems
- Often the final product fails to solve the true customer problem and becomes one of the many initiatives that fail to succeed in the market
- Their reputation is tarnished



The Solution

- The best companies in the world approach product development very deliberately and systematically
- They move forward on new initiatives only with proper and complete customer needs information using a process called “Voice Of Customer” (VOC)
- With this information they develop highly targeted solutions that perform better in the market
- They are viewed as leaders in the market
- They have high reputations





Voice of the Customer (VOC) process increases knowledge and insight into the needs, wants, desires and problems that the market/customer is experiencing right now. Leveraging this information gives a high quality company the ability to design solutions that are very targeted and strategic to specific problems. Targeted solutions in the form of products or services are more likely to sell well in the long term.

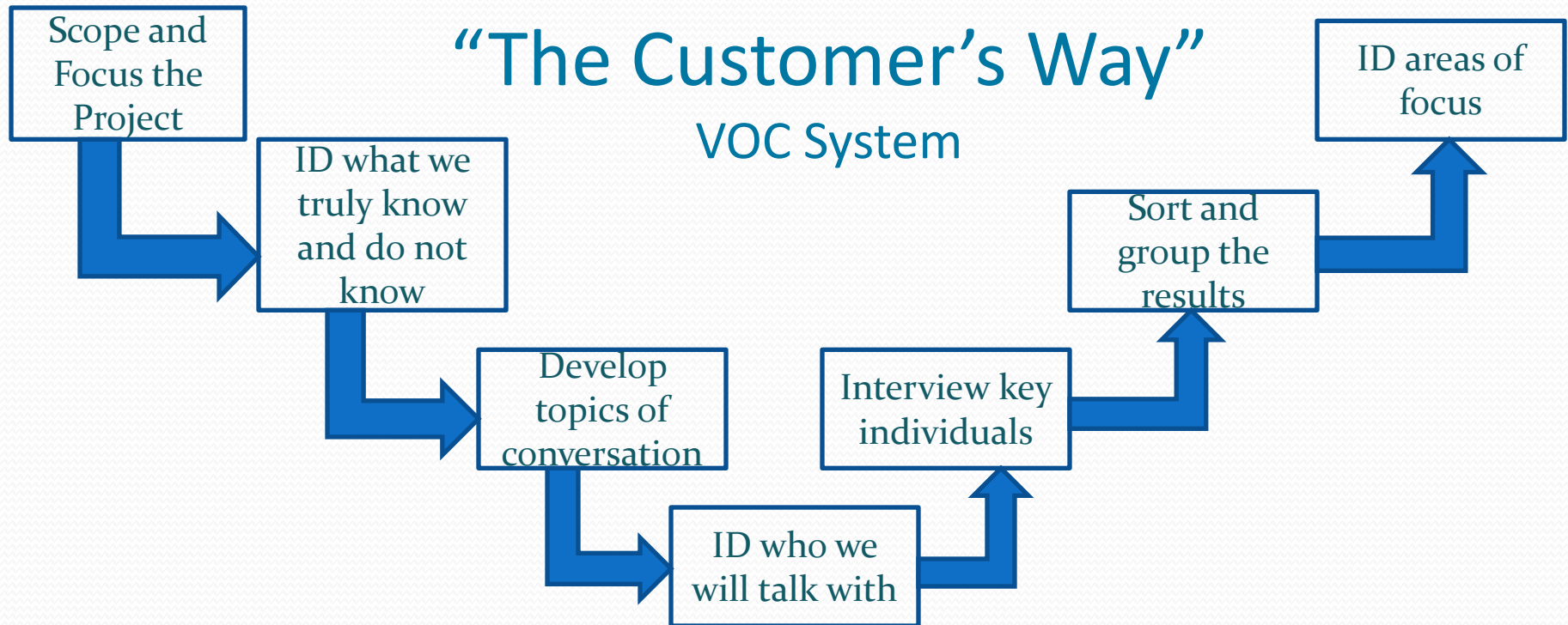
What is VOC?

- VOC is a systematic process of interviewing key individuals to gain an understanding of the problems they are experiencing
- The results of the interviews are analyzed and studied to determine what unmet needs and wants are present in the market place
- Consider that our customers are experts in the problems
- We, as suppliers to the market, are experts in the solutions
- VOC allows us to develop solutions that are unique and highly targeted by consulting the customer about what he or she needs

Benefits of VOC

- Lower product development costs
- Improved product market performance
- Fewer product market failures
- Improved customer satisfaction
- Etc

The philosophical principles basis of “The Customer Way” enable it to be customized to meet the unique needs of each client without losing the integrity of the outcome. Teams who use this system have confidence knowing they are focusing their future efforts on what the customer base wants and needs, not what they “thought” they needed.



- “The Customer’s Way” is a 7 step process that facilitates conversation with key individuals to gain knowledge and understanding about the customer unmet needs and desires
- By sequencing through the process my clients gain a much deeper understanding of what to do and how to do it; from the perspective of the customers they serve
- Though each step must be completed in sequence, there is tremendous flexibility in the way each step can be completed
- Each case I work on is unique and we customize the process to fit each clients needs

THE CUSTOMER'S WAY

If you don't know...ask them
If you do know...ask them anyway

The answer may surprise you!

For More Information

- www.riversendconsulting.com
- “The Customer’s Way” by Daniel H. Walker is available on Amazon.com or by contacting the author directly
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