

**VOICE OF THE CUSTOMER: CAPTURE AND ANALYSIS
(SIX SIGMA OPERATIONAL METHODS)**

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Voice of the Customer Capture and Analysis now gives you the ability to create and deploy surveys, capture real voice of the customer in the field, immediately analyze the results, and coordinate and drive responsive actions. Surveys are cost effective, however, have very low response rate.

UserStoriesandMeasuresforCompetitiveAnalysisUserstoriesandmeasure But since most organizations serve multiple sets of customers, the question is which customer voice to listen to. With the help of Voice of the Customer Capture and Analysis, you can now acquire the skills needed to truly understand a customer's wants and needs, in order to develop and build optimal products. The real need of the customer is cool temperature in the bedroom.

Theyareeithertheoneswhouseourproductsorservicesorhavevestedinterest the final installment of this three-part case study, a medical diagnostic clinic reduces the turnaround time of lab reports, improving cycle time for 90 percent of blood tests and increasing customer satisfaction.