






**ACTIVITY: EVALUATE YOUR
VOC TRANSLATION
(SOLUTION SET)**

ACTIVITY 01 (EVALUATE YOUR VOC TRANSLATION)

Voice of Customer (Verbatim)	Critical Customer Criteria (Need)	Critical to Quality (Requirement / Performance)
"Whenever I'm at the bank between 10 am to noon, I always have to wait"	Timeliness – reduce wait time for the customer between 10am - 12pm	"Whenever I'm at the bank between 10 am to noon, I always have to wait"
"This is the second time I am applying for a loan from this bank and even this time they failed to take complete information from me. Its bad!"	Completeness – all information required for processing the loan is collected in a single point of contact	I will ensure that I do not allow the customer to complain the next time
"I hope this bank rep provides correct information of my savings account"	Accuracy – correct information to the customer the first time	100% accurate provisioning of customer query

Write your answers here:

ACTIVITY 01 (SOLUTION SET)

Voice of Customer (Verbatim)	Critical Customer Criteria (Need)	Critical to Quality (Requirement / Performance)
 Whenever I'm at the bank between 10 am to noon, I always have to wait"	Timeliness – reduce wait time for the customer between 10am - 12pm	"Whenever I'm at the bank between 10 am to noon, I always have to wait"
 This is the second time I am applying for a loan from this bank and even this time they failed to take complete information from me. Its bad!"	Completeness – all information required for processing the loan is collected in a single point of contact	I will ensure that I do not allow the customer to complain the next time
 I hope this bank rep provides correct information of my savings account"	Accuracy – correct information to the customer the first time	100% accurate provisioning of customer query

Write your answers here:

- First translation is incorrect (poor) because the "Critical to Quality" column is a repetition of the first column
- Second translation is incorrect (poor) because the "Critical to Quality" column is NOT measurable
- Third translation is correct (good)

ACTIVITY 01 (CORRECT TRANSLATION)




Voice of Customer (Verbatim)	Critical Customer Criteria (Need)	Critical to Quality (Requirement / Performance)
"Whenever I'm at the bank between 10 am to noon, I always have to wait"	Timeliness – reduce wait time for the customer between 10am - 12pm	0% customer complaints on Wait Time
"This is the second time I am applying for a loan from this bank and even this time they failed to take complete information from me. Its bad!"	Completeness – all information required for processing the loan is collected in a single point of contact	NIGO (not in good order) requests < 5% of total
"I hope this bank rep provides correct information of my savings account"	Accuracy – correct information to the customer the first time	100% accurate provisioning of customer query

ACTIVITY 02 (EVALUATE YOUR VOC TRANSLATION)

Voice of Customer (Verbatim)	Critical Customer Criteria (Need)	Critical to Quality (Requirement / Performance)
"I'm not going to pay a lot for this burger"	Price: Price is equal to or less than all other burger outlets	Price of the burger should not be more than \$2.90
The customer was very unhappy because he received someone else's burger	Accuracy: Right burger to the right person	100% accuracy in delivering orders
"I want my burger when you said it would be here"	Timeliness: Burger delivered on time as promised to the customer	Burger to be delivered to the customer quickly

Write your answers here:

ACTIVITY 02 (SOLUTION SET)

Voice of Customer (Verbatim)	Critical Customer Criteria (Need)	Critical to Quality (Requirement / Performance)
 "I'm not going to pay a lot for this burger"	Price: Price is equal to or less than all other burger outlets	Price of the burger should not be more than \$2.90
 The customer was very unhappy because he received someone else's burger	Accuracy: Right burger to the right person	100% accuracy in delivering orders
 "I want my burger when you said it would be here"	Timeliness: Burger delivered on time as promised to the customer	Burger to be delivered to the customer quickly

Write your answers here:

- First translation is correct (good)
- Second translation is incorrect (poor) because "Voice of Customer" column doesn't have explicit customer verbatim comment
- Third translation is incorrect (poor) because the "Critical to Quality" column is NOT measurable

ACTIVITY 02 (CORRECT TRANSLATION)

Voice of Customer (Verbatim)	Critical Customer Criteria (Need)	Critical to Quality (Requirement / Performance)
"I'm not going to pay a lot for this burger"	Price: Price is equal to or less than all other burger outlets	Price of the burger should not be more than \$2.90
"I want the burger that I ordered"	Accuracy: Right burger to the right person	100% accuracy in delivering orders
"I want my burger when you said it would be here"	Timeliness: Burger delivered on time as promised to the customer	Burger to be delivered to the customer in less than 90 seconds