



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 |