

“Voice of the Customer” is the term used to describe the stated and unstated needs or requirements of the customer (internal and external). This process of capturing customer requirements and feedback is an important input into organizational strategy, problem identification, project selection, and innovating.

Data gathered from the customer can be quantitative or qualitative. The channels used to collect Voice of the Customer are referred to as listening posts.



## Direct

*Survey results*

*Direct phone calls*

*Market research and focus groups*



## Indirect

*Reviews or ratings*

*Social media activity such as likes or follows*

*Forums*



## Inferred

*Retention*

*Purchase history and purchasing patterns*

*Referrals*

<h2>Verbatim</h2> <p>Direct quotes from the customer. The customer's expressed expectation.</p> 	<h2>Need</h2> <p>The customer's stated or unstated needs.</p> 	<h2>Requirement</h2> <p>Translation of the customer's needs into measurable requirements.</p> 
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