



EVENT NOTICE

Voice of the Customer

What does it really mean for your product?



**Presented by: Merrill Mascarenhas, CMC
Managing Partner, Arcus Consulting Group**

The Voice of the Customer is widely recognized as the key driver of successful new products and services. An in-depth understanding of customer wants and needs - before you begin developing a new product or designing a new service - can mean the difference between a runaway success and failure. It is incumbent on the product team to address these needs and to develop creative products and services that solve problems. We will discuss strategies to manage the VOC process and analyse the set of needs or problems that customers have. We will also review qualitative and quantitative methods and tools from the Arcus 10-Step Innovation Process that companies use to understand and react to customer needs. The Arcus 10-Step Innovation Process is based on a survey of over 300 business leaders.



March 31, 2009 6:30 pm – 8:30 pm, Doors Open at 6:00pm

**MDS Analytical Technologies
71 Four Valley Drive, Concord, Ontario L4K 4V8**

PDMA Members & Students \$10.00 Non members \$15.00
Finger Food will be provided

Please RSVP to <mailto:info@ontariopdma.ca>

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