

Customer needs discovery to drive innovation

Vocal Insights® uncovers the knowledge you need to drive innovation that excites your customers. Vocal Insights is an innovation discovery process that gets below the surface of the customer's language, explores their basic motivations and perceptions, and uncovers latent needs.

Based on the principles of ethnography and voice of the customer, Vocal Insights combines in-field observations with in-depth interviews. We use non-directive and projective techniques to draw customers out to reflect on their experiences, tell stories, and provide examples of their experiences. We process the research data into an organized framework that clearly identifies the customer's perceptions, attitudes, values, and contextual needs.

Out of this process come new understandings that allow the innovation team to imagine and implement innovative approaches to the market. Vocal Insights is equally suited for formulating strategy, developing new products and services, implementing quality and customer satisfaction efforts, and supporting Six Sigma and QFD initiatives.

Responding to real needs

Successful innovation comes in response to real customer needs. Too often, companies fail to observe and listen to their customers with the subtlety and sophistication needed to uncover latent, unarticulated, and future needs. Why is this so?

"We don't have the time."

"We don't have the resources."

"We already know what our customers want."

When companies admit they have a customer needs knowledge gap and there is much more to learn, Vocal Insights can help. We build a "customer needs knowledge base" quickly so your team can focus on creating innovation solutions for your marketplace.

Vocal Insights Delivers

- ➔ Clearly defined customer needs translated into actionable requirements
- ➔ A shared understanding of customer needs across the organization, enhancing innovation implementation
- ➔ A knowledge foundation that focuses innovation on customer needs to drive profitable growth



Vocal Insights service levels

Innovare consultants can work with your team in whatever way is most efficient for your organization. We can complete the entire project, involve you in the research and analysis, or train your team to complete a Vocal Insights project on their own. Service levels include:

We Do the Legwork. Our team completes all the research. To ensure that your team has a solid understanding of the results, we transfers our discoveries through our highly efficient immersion workshop, synthesis, and final report.

You Participate. We facilitate a collaborative process with your team to enhance your understanding of your customer's world. Team members join us in field events, image mapping, generating customer requirements and developing implications and opportunities for innovation.

We Train Your Team. Through an experiential learning process, we train your team in the Vocal Insights process. Cross-functional team members learn interviewing techniques, analytic approaches and more during a live innovation project.

Our process

Design the research around the right set of customers and key learning objectives.

Collect data through open-ended inquiry and observations in the customer's natural environment.

Capture the customer's voice and behavior through field notes and digital media—audio, photography or video.

Transform the raw data into written and visual images that illustrate the full range of the customer's experience, perceptions, and values.

Organize the data using our image mapping process to create a shared mental model of the customer's environment for the innovation team.

Generate customer requirements and define the customer's contextual need at rational and emotional levels in a way that clearly focuses innovation.



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“When the innovation team has a deep, empathic understanding of the customer’s experiences and needs, they create better new products and services. Vocal Insights delivers that understanding.”

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