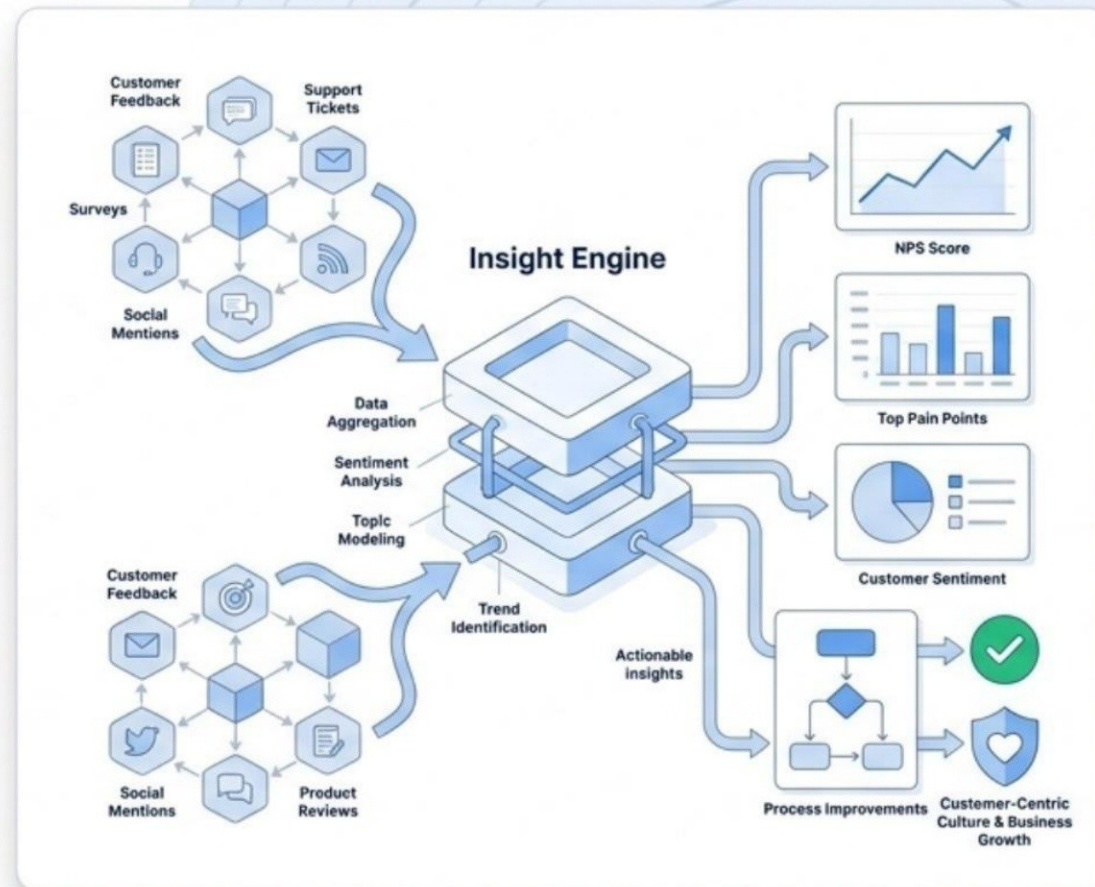
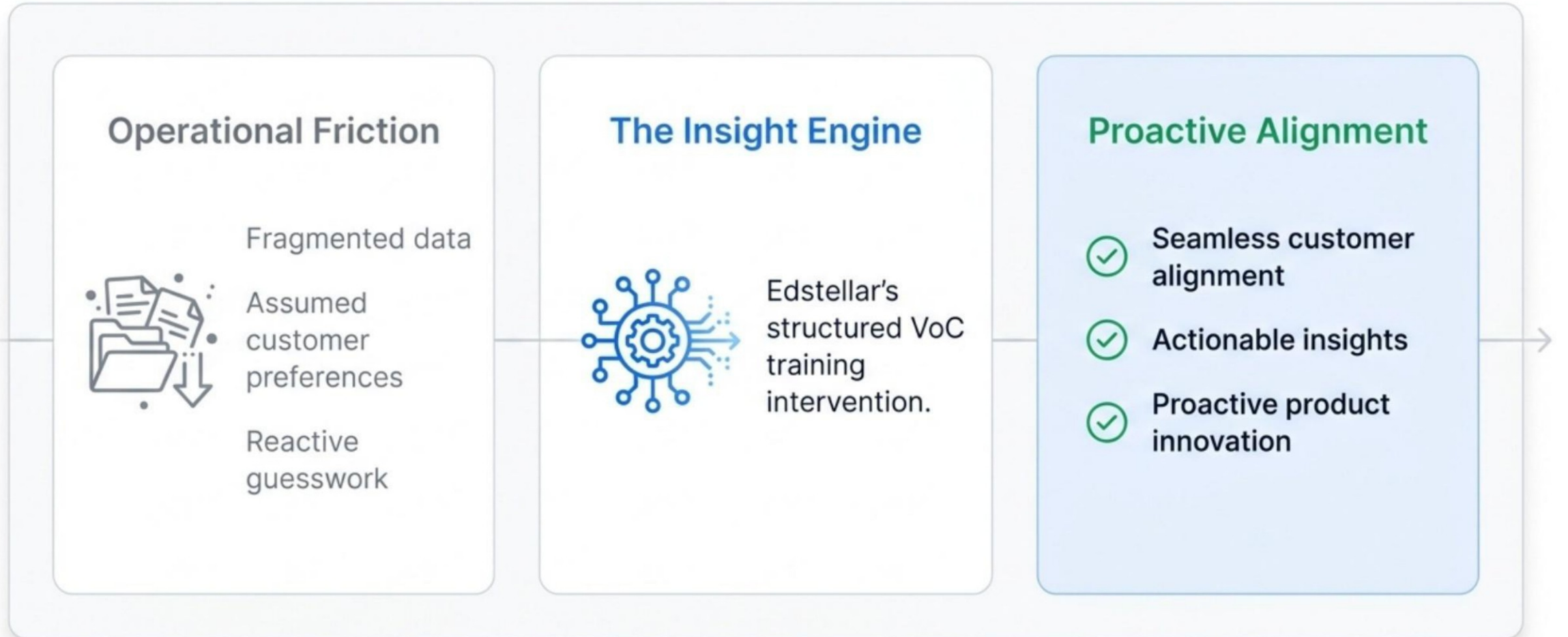


Corporate Voice of Customer (VoC) Training Course

Master customer feedback analysis to drive business improvements and foster an organization-wide customer-centric culture.



The Capability Activation Curve



Delivery Framework And Scale



**6 - 8 Hours
Course
Duration**



**Instructor-Led
Group
Training**



**Virtual, On-Site,
Or Off-Site
Delivery**



**10,000+
Verified
Trainers
Globally**



**Course
Completion
Certificate**

The Path To Customer-Centric Mastery



The Structural Blueprint Of Insight

Phase 1: VoC Fundamentals

Modules 1, 2 & 3

Understanding the VoC concept, assessing market trends, and defining product goals aligned with customer requirements.



Phase 2: Mechanics & Frameworks

Modules 4 & 5

Deploying surveys, NPS, and CSAT frameworks to capture, categorize, and tag data into a centralized repository.

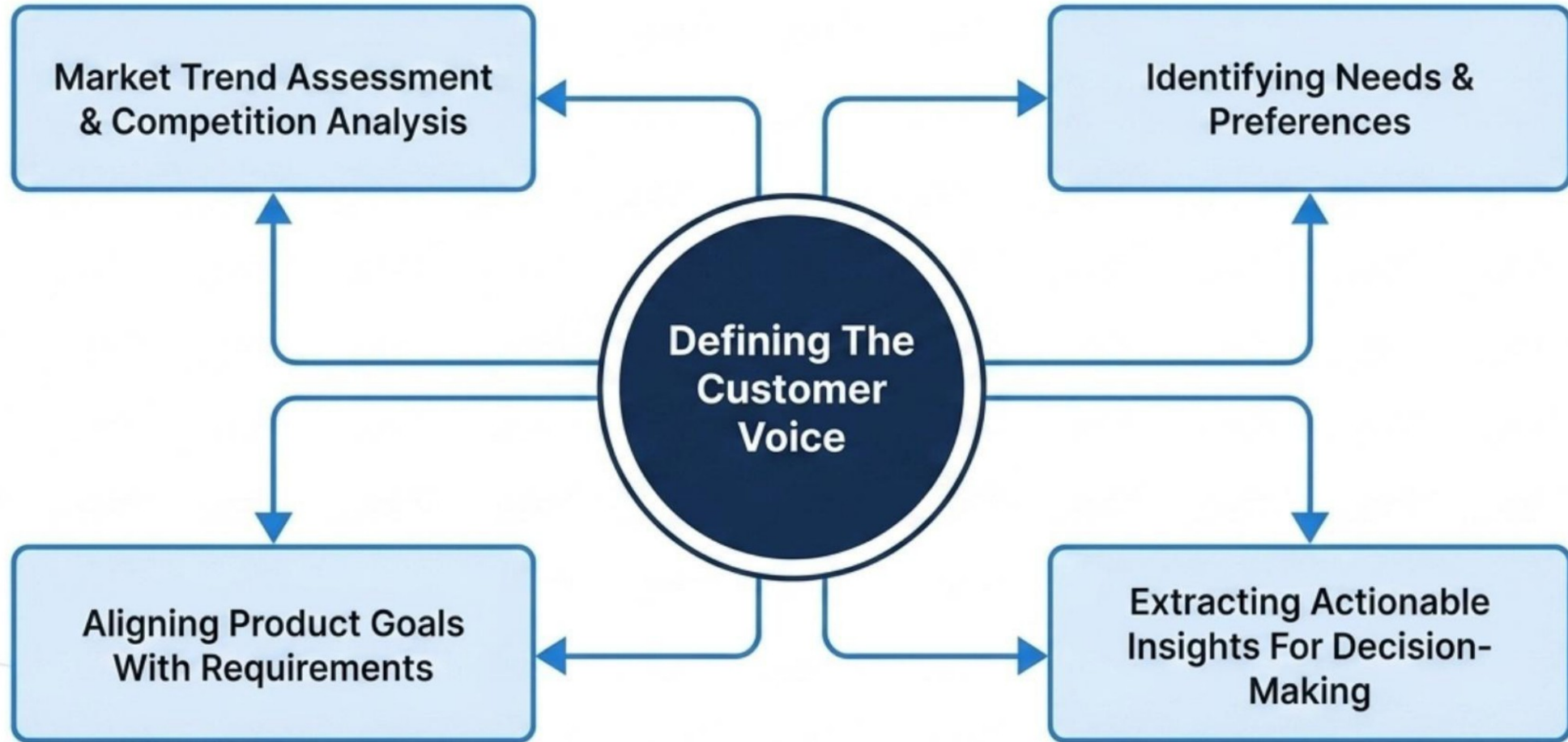


Phase 3: Strategic Application

Modules 6 & 7

Integrating insights into agile product development, setting VoC objectives, and measuring program effectiveness.

Phase 1: Mastering VoC Fundamentals



Phase 2: The Evaluation Protocol Upgrade

Traditional



Course-Enabled



Core Tools Gained:

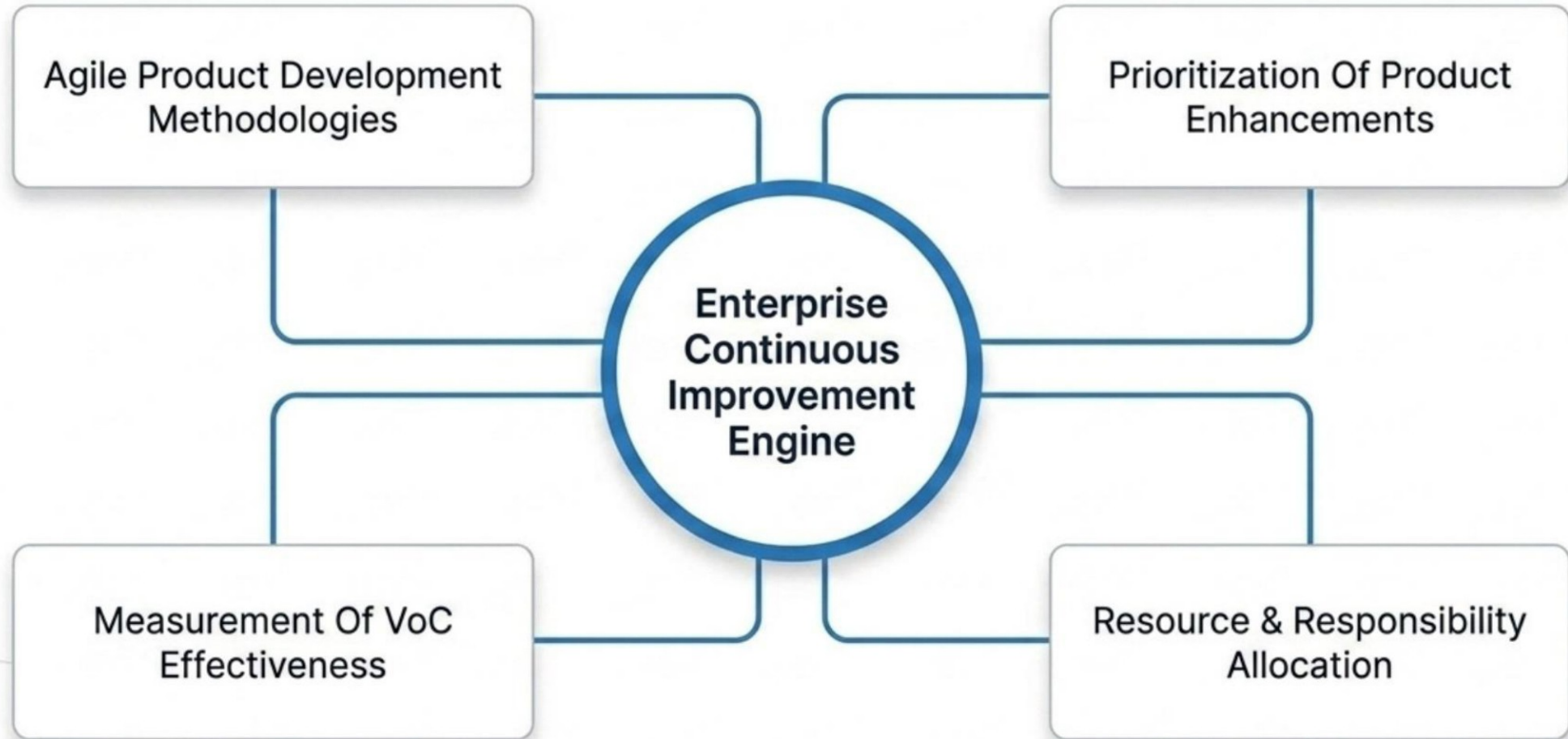
Surveys & Questionnaires

Interviews & Focus Groups

Net Promoter Score (NPS) Framework

Customer Satisfaction (CSAT) Metrics

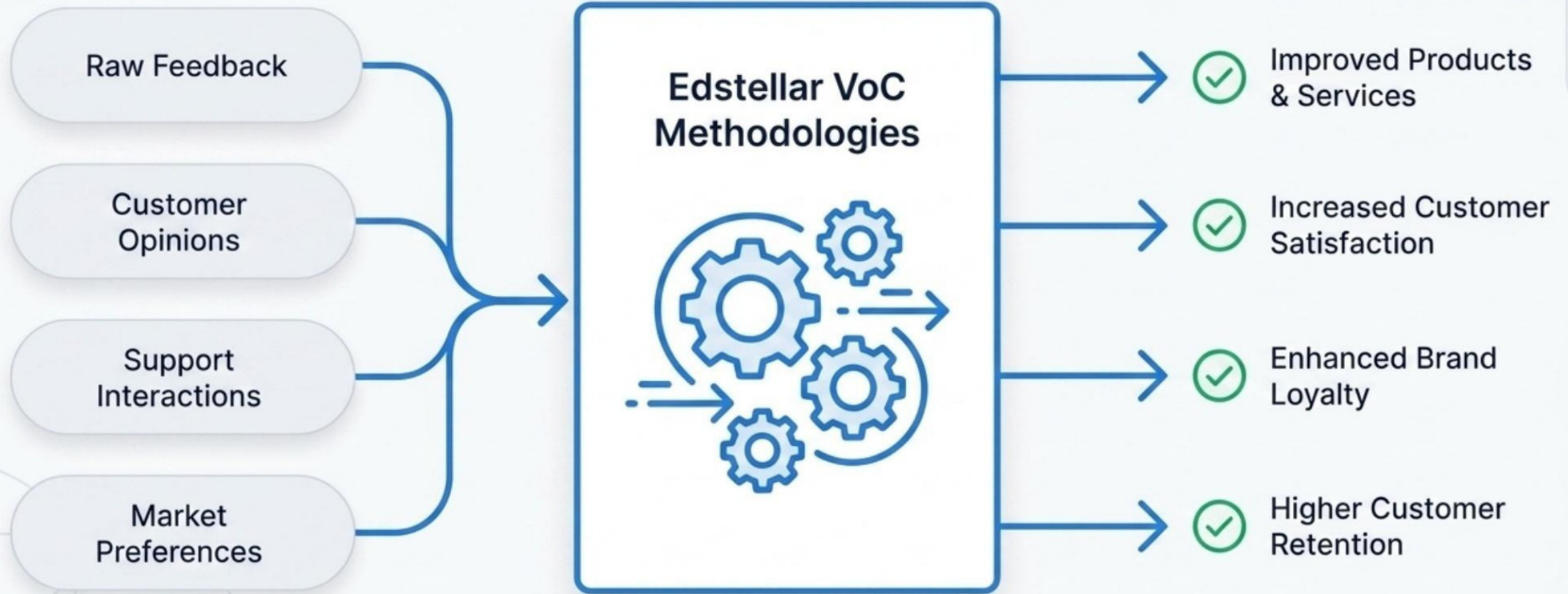
Phase 3: The VoC Integration Hub



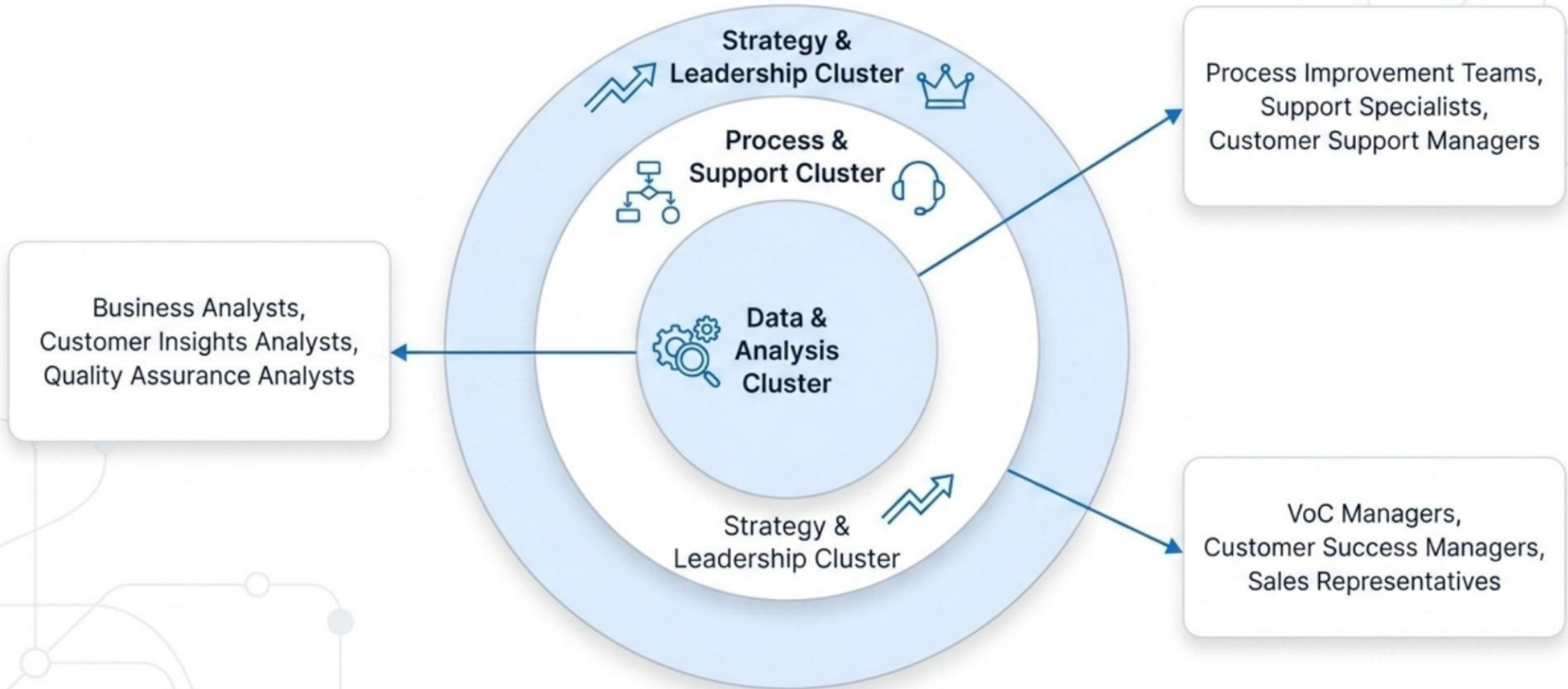
Operational Capability Matrix

Skill Domain	Target Roles	Strategic Impact
Customer Feedback Analysis	Marketing & Product Development	Evaluates opinions to drive satisfaction and business growth.
Communication Enhancement	Leadership, Sales & Customer Service	Fosters collaboration, conveys ideas clearly, and builds relationships.
Concern Resolution & Action Planning	Project Managers & Team Leaders	Ensures efficient execution, addresses conflict, and maintains team cohesion.

The Insight Value Chain



Target Audience Alignment



Flexible Delivery Infrastructure



Virtual Live Instructor-Led

- ✓ Learn from anywhere
- ✓ Scale training for large groups
- ✓ Utilize interactive tools for engagement.



On-Site Face-To-Face

- ✓ Tailor the workplace environment
- ✓ Improve team collaboration
- ✓ Clarify doubts through direct interaction.



Off-Site Face-To-Face

- ✓ Ensure a distraction-free environment
- ✓ Boost team bonding via activities
- ✓ Provide a dedicated training schedule.

Proof of Impact

This Voice of Customer (VOC) course was exactly what I needed to advance my career. As a Senior Software Engineer, mastering industry best practices has become crucial for my success. I've successfully implemented these advanced techniques in production environments with measurable impact. The real-world examples and deep dive into practical simulations were particularly valuable for my professional growth.

Nancy Gilbert

Senior Software Engineer

IT Services and Solutions Provider

Enterprise Delivery At Global Scale



**100+
Countries**

10+ Languages

English, Español, 普通话, Deutsch, العربية,
Português, हिंदी, Français, 日本語, Italiano

Activate Your Customer Experience Capabilities

Certificate of Completion

This is to certify that

[Participant Name]

has successfully completed the
Voice of Customer (VOC) Training

Date: [Date]

 Edstellar



Partner with Edstellar to translate raw customer feedback into your organization's greatest strategic advantage.

contact@edstellar.com