



Vantage Point Associates Customer Understanding & Insight Workshop

Audience

1. Product or market managers who appreciate the need to develop a better understanding of customers but who are uncertain about how best to obtain the information.
2. Managers involved in product design, marketing communications, market research and customer service where a deep understanding of customers is essential.
3. Members of intact product or market teams who seek the opportunity, as a group, to build a better understanding of their customers.

Key Benefit

A deep understanding of customers is essential to market planning, product development and strategic decision making. Such understanding and insight should be grounded in personal interaction with customers and supported by market research, where appropriate. This workshop is intended for individuals who are committed to building that understanding but who need to learn about and practice using the qualitative tools that help to build and leverage personal interaction with customers. Practical use of the required tools and skills can help individuals develop intuition about customers and anticipate customer needs, wants and priorities.

Workshop Objectives

After completing this workshop, participants will be better able to

1. Apply specific qualitative methods for understanding customers including
 - Day in the life of the customer
 - Customer role play
 - Observational techniques
 - Customer value chain analysis
2. Effectively use customer service interactions and the internet as sources of customer insight
3. Translate customer insight gained into creative and high impact products and customer-focused strategies.

Topic Summary

Day 1	Day 2
Why customer insight is important	Learning from customer service interactions
Overview: research methods and process model	Using the internet to gather customer data
Methods introduction and application	Integrating output from use of qualitative tools
<ul style="list-style-type: none">• Customer role play• Observing your customers• Day in the life of the customers	<ul style="list-style-type: none">• Converting information into insight• Customer-inspired brainstorming
Creating and using customer value chains	

Learning Approach

The workshop focuses on application rather than the theory. Participants are required to work on a specific product or market. Before the session, they are asked to gather information about customers. The data serves as a starting point for building deeper customer understanding. As an outgrowth, participants will have gained insight about their customers and generated initial ideas for action.