

Training Title: Mastering Voice of Customer (VOC) Techniques in the Automotive Industry

Duration: One Day

Objectives:

1. Understand the critical role of Voice of Customer (VOC) in the automotive industry.
2. Explore tailored VOC tools and techniques for automotive products/services.
3. Apply Focused Group and Quality Function Deployment (QFD) specifically in an automotive context.
4. Engage in hands-on activities relevant to the automotive industry.

Agenda:

Session 1: Introduction to VOC in Automotive (9:00 AM - 10:30 AM)

- Welcome and Icebreaker: Automotive Experiences
- Significance of VOC in Automotive Design
- Key Components of VOC for Automotive Products
- Activity: Identifying Customer Pain Points in Automotive Experiences

Session 2: VOC Tools Tailored for Automotive (10:45 AM - 12:30 PM)

- Overview of VOC Tools: Surveys, Interviews, and Observations
- Role of Technology in Capturing Automotive Customer Feedback
- Activity: Designing an Automotive Customer Survey
- Lunch Break

Session 3: Focused Group Discussions in Automotive (1:30 PM - 3:00 PM)

- Introduction to Focused Group Discussions in the Automotive Context
- Conducting Effective Automotive Focused Group Sessions
- Group Activity: Simulated Focused Group Discussion on a Specific Automotive Feature

Session 4: Quality Function Deployment (QFD) in Automotive (3:15 PM - 4:45 PM)

- Understanding QFD Principles for Automotive Product Development
- Building a House of Quality: Automotive Case Study
- Case Study: Applying QFD to Improve an Automotive Feature

Session 5: Hands-on Application: Automotive Scenario (5:00 PM - 6:00 PM)

- Practical Exercise: Applying VOC Tools to an Automotive Product
- Group Presentation: Analyzing and Interpreting Automotive VOC Data
- Q&A and Closing Remarks

Materials Needed:

1. Whiteboard and Markers
2. Flipcharts and Sticky Notes
3. Laptop and Projector
4. Pens, Notepads, and Name Tags

Evaluation:

- Participants will be assessed through active participation in group activities, case study presentations, and a short quiz tailored to the automotive industry.