

# Fast Customer Insight Systems

## *Building Customer Feedback Channels to Gain Fast, Accurate Customer Insight*

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At the core of innovation is the ability to harness the power of customer insight. Many companies still use market research similar to how consumers use emergency rooms – only when absolutely necessary and with great expense and inconvenience.

However, obtaining fast customer insight must be fully integrated into innovation practices starting with innovation planning. Improvements in this area have propelled P&G, Coleman, Whirlpool, and unlimited others to faster and more valuable products.

Managers, marketers, technical leaders and other innovators must have fast access to the right target customers and simple methods to gain accurate insight. This system is critical to identify needs, develop concepts, and validate new products. *Fast Customer Insight Systems* provides the skills and methods to build these capabilities. In this program, participants will learn critical methods such as:

- How to set up feedback channels with both current and potential customers for fast insight
- How to obtain accurate forecasts, pricing, market size estimates in days
- How to bring critical market research skills in-house at a fraction of agency expenses

### **Workshop Description**

*Fast Customer Insight Systems* provides practical methods and tools to build customer insight systems that can be applied to any innovation or market planning situation. The workshop uses an interactive format with step-by-step methods, examples, and targeted tools.

This two-day workshop provides participants with:

1. A comprehensive view of possible ways to obtain accurate customer feedback
2. Seven customer insight tools that can be learned and used by teams inside a company without agency support
3. A step-by-step guidebook and electronic toolkit to manage their system

### **This workshop answers the following key questions:**

1. How can we gain the most out of current customer relationships to learn quickly?
2. Which market research skills should we bring in-house vs. outsource and why?
3. How can we leverage social networks to gain fast, accurate market insight?
4. How do we establish and maintain high-quality customer panels?
5. Who in the company should be involved in market research activities?
6. How can we conduct inexpensive research that gains peer support?
7. What are the latest online tools for obtaining fast, accurate customer data?
8. When are VOC, focus groups, surveys, and other methods best used?

### **Who Should Attend?**

*Fast Customer Insight Systems* is critical for any product, marketing, or innovation leader who must understand customer needs deeply and quickly to identify, evaluate and define new high-potential products and services.

- Product Managers and Marketers who are responsible for the success of their products
- Technical Managers responsible for finding and developing innovative solutions
- Senior Managers who want to build faster innovation planning methods
- Other leaders who want to build develop faster, more accurate customer insight

# Fast Customer Insight Systems

## Course Outline

### Day One

#### Foundations of Customer Insight

1. Defining Customer Insight Goals
  - Clarifying your insight needs
  - Quantifying insight goals
2. Categories of Customer Insight
  - Needs and problems insight
  - Concept identification and exploration
  - Qualitative feedback and refinement
  - Quantitative validation
3. Accessing Customers
  - Identifying customer access points
  - Finding potential non-customers
  - Working with the sales team
  - Working with channel partners
4. Interactive Exercises: Each major section includes a short case study for discussion

#### Customer Insight Methods

1. Effective use of online methods
  - Tools overview
  - Appropriate use and placement
  - Effective analysis techniques
2. Effective use and development of panels
  - Methods overview
  - Appropriate use and set up
  - Effective analysis techniques
3. Effective interaction tools
  - Effective customer interviews
  - Social network interaction
  - Effective win/loss analysis techniques
4. Advanced insight techniques
  - Ethnography
  - Trade-off analysis
  - Kano analysis
5. Interactive review of the range and best use of customer insight techniques

### Day Two

Day two focuses on building a customer insight system based on the learning from day one. After a short review, teams will be formed and each participant will generate a customer insight system that is relevant for their products, markets, and needs. Participants will present, share, and learn from each other as well as be guided by the facilitator.

#### Building a Customer Insight System

1. Establishing relevant insight goals
  - Identifying insight needs and uses
  - Quantifying customer insight goals
2. Identifying the best access to customers
  - Developing customer feedback channel diagrams
  - Selecting ideal access points
3. Selecting appropriate insight methods
  - Matching goals and methods
  - Developing a step-by-step system

#### Planning for Customer Insight Success

1. Executing a customer insight system
  - Documenting your plan
  - Developing a communication plan
  - Developing system management
  - Planning for management support
  - Planning for sales and channel support
2. Preparing leaders for success
  - Guides for moderating customer discussions and interviews
  - Presenting and using results
3. Recommendations to continue building and improving your system
  - Tips for maintaining customer access
  - Adding new method