

VOICE OF CLIENT INTERVIEWS:

Purpose:

VOC interviews allow you to define and refine the project to meet the specific needs, wants and expectations of the stakeholders. It is a best practice to provide the interviewees with an understanding of the problem or issue and the risks associated with current state by sharing with them that your goal is to get their input on mitigating those risks in an improved state.

Basics:

- Focus on identifying “pain points.”
- Gain deeper understanding of the organization and people’s concerns.
- Learn how to go from “good’ to “excellent.”
- Conduct VOC interviews throughout the duration of the project (not just at the beginning).

Tips:

- Determine the information that you want to get out of the interview and design your questions accordingly.
- Schedule VOC interviews when the stakeholders can set aside time and focus on the questions.
- Spend more time listening rather than talking.
- Focus on getting measurable data- (when possible ask questions like “How often does that occur” and capture responses in numbers such as 9 out of 10 times)
- Sample VOC Questions:
 - What is going well?
 - What are areas for improvement?
 - What are your pain points?
 - What can the process do to make your life easier?
 - Do you ever feel like you are re-inventing the wheel?
 - What is perceived as high-quality process output?
 - What sort of timing is needed?
 - What would you like more of? Less of?
 - What characteristics of the output are desirable?
 - Are you aware of better ways to accomplish the desired output?