Voice of the Customer**–**Desires and Requirements

Introduction

To achieve consistent and sustained customer satisfaction, the business or organization must know its customer. One critical way to know your customer is obtain information about the customer and their needs and wants. This information is called the “Voice of the Customer.”

To best understand the customer, you must first understand what are the needs and wants. A **Need**is something the customer ***requires***; a **Want** is something the customer desires. Pleasing the customer involves both what is required (needed) and what is desired (wants). Watch the commercials on TV – the effective ones include both what is required and what is desired. We often assume that needs are already addressed and focus more intently on those elements we desire.

**Needs**

Describes the customer's current and anticipated future needs discovered or confirmed. The objective is to understand customer needs, and to fulfill them in an efficient and cost effective manner to retain the customers' loyalty.3Requirements (needs) include both tangible (measurable) and intangible (emotional) characteristics.

**Wants**

Describes those characteristics that make life more pleasant and which largely depend on psychological factors. These characteristics are more difficult to measure but often are more compelling for a customer. Watch the interesting Video on needs and wants.

You will never interest the customer if you can’t meet their basic requirements as well as address their specific desires.

**Directions**

View the following television commercials:

<https://www.youtube.com/watch?v=ueE8yICoXss>

<https://www.youtube.com/watch?v=MPsBkQ-8btU>

<https://www.youtube.com/watch?v=eb-nznr1xgo>

**Address these seven question/statements:**

1. Identify the company and do some library research to give background of that company. What distinguishes this company from its competition?
2. Identify the both needs and wants that the television commercial addresses.
3. Would you purchase the item or service? Why or why not?
4. What do you think worked well (or worked poorly) with the commercial as it relates to needs and wants?
5. From your understanding of customer satisfaction, which commercial seemed to do the best at satisfying the customer?
6. One key requirement of customer satisfaction is to understand what the customer expects versus what the customer perceives (gets). For the TV commercials presented, which one seems to meet or exceed what the customer expects?
7. Discuss how and why customer satisfaction plays such an important role context of its importance to Total Quality Management.

Students are expected to carefully read the assignment directions, then thoroughly and explicitly address each component of the Unit Assignment. The responses should reflect higher level cognitive processing (analysis, synthesis, and evaluation), which is essential for someone being prepared to serve in an operational capacity within the healthcare or business-related industry. There is a minimum of 3 references (including one that is recent – within the last year) that need to be utilized to support the completion of this assignment; however, it is generally understood that any good analysis will incorporate the appropriate quality and quantity of scholarly sources to support any suppositions and recommendations. APA format