

# Voice of the Customer

## Quick Reference Guide

Thank you for your interest in the ASQ Voice of the Customer (VoC) project. To better help you execute your position, the VoC Committee (VoCC) has compiled a brief reference guide to answer frequently asked questions about your duties and Qualtrics. The VoC Committee is in the process of developing additional resources and links to materials to assist division and section VoC chairs. We thank you for taking on this responsibility and hope you can find and utilize the resources here to make your role worthwhile for your members.

Steven Schuelka,  
VoC Committee Chair

### VoC Chair Duties

- Introduce and use an effective VoC process to support annual planning
- Support the delivery of Society-wide surveys
- Survey members regularly utilizing VoC tools (Qualtrics®)
- Post results and best practices
- Receive updates from the Society Voice of the Customer Committee regarding survey tool and VoC initiatives; facilitate member unit participation in collaborative surveys.
- Attend member unit leadership meetings and general membership meetings.
- Uphold Society bylaws, policies and procedures, and division management and section operating agreements.

### Qualifications

- Must be an ASQ member in good standing and a member of the member unit for which you are serving.
- Preferably will have served as a committee chair or other position within the member unit.
- Knowledge and experience in market research and statistical analysis helpful and desired.
- Preferably will have strong written and verbal communication skills.

### Time Commitment

- Approximately three hours per month (outside of leadership committee meetings).

The screenshot shows the ASQ Member Leaders website. At the top, there is a navigation bar with links for Store, Shopping Cart, Quality Progress, My Account, Log Out, and Refer a Member. Below this, a welcome message for Cynthia Nazariot is displayed, along with a membership renewal notice for March 18, 2013. The main heading is "Member Leaders". Underneath, there is a "Voice of the Customer" section with a welcome message and a list of responsibilities: Position Description and Qualtrics. To the right, there is a "Find It Fast" search box and an "Announcements" section with links to SAC Regional Director Election Results, New Online Community Platform, Submit Photo for Member Leader Website, and Key Outcomes-ASQ Board of Directors Meeting.

### VoC Process



### Member Leader Training Modules

Visit the ASQ Learning Institute at [www.asq.org/learninginstitute](http://www.asq.org/learninginstitute) and click on Work On Your Learning Plan to access the Voice of the Customer module and other available training.

### ASQ HQ Support

**Jessie Kasberger**  
Telephone: 414-298-8789, x7423  
[jkasberger@asq.org](mailto:jkasberger@asq.org)

### Webinars

- **Module 1: Voice of the Customer Chair - What's in It for Me?**  
(MP4, 56.7 MB); Length: 23 minutes.
- **Module 2: The Kano Model**  
(MP4, 44.5 MB); Length: 16 minutes.
- **Module 3: VoC Case Study**  
(MP4, 20.9 MB); Length: 8 minutes.
- **Module 4: A Year in the Life of a Voice of the Customer Chair**  
(MP4, 112.9 MB); Length: 46 minutes.
- **Module 5: Voice of the Customer Success Stories**  
(MP4, 34 MB); Length: 20 minutes.



The Global Voice of Quality™

## Getting Started in Qualtrics



Log in to Qualtrics:

Visit [www.qualtrics.com](http://www.qualtrics.com) to log in to your account. Enter your username and password. *If you have forgotten your log-in information or do not have a Qualtrics account, please contact [communitydevelopment@asq.org](mailto:communitydevelopment@asq.org).*

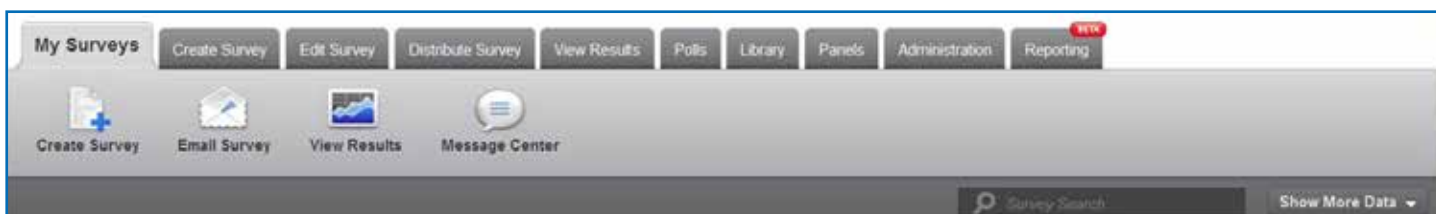
Qualtrics has also compiled an abundant library with step-by-step tutorials on the various functions within Qualtrics. To find help on a particular function, please click on Help and Tutorials from any page or go to <http://www.qualtrics.com/university/researchsuite/>.

### Survey Development

Options for survey development include creating a new survey or copying an existing ASQ VoC survey.

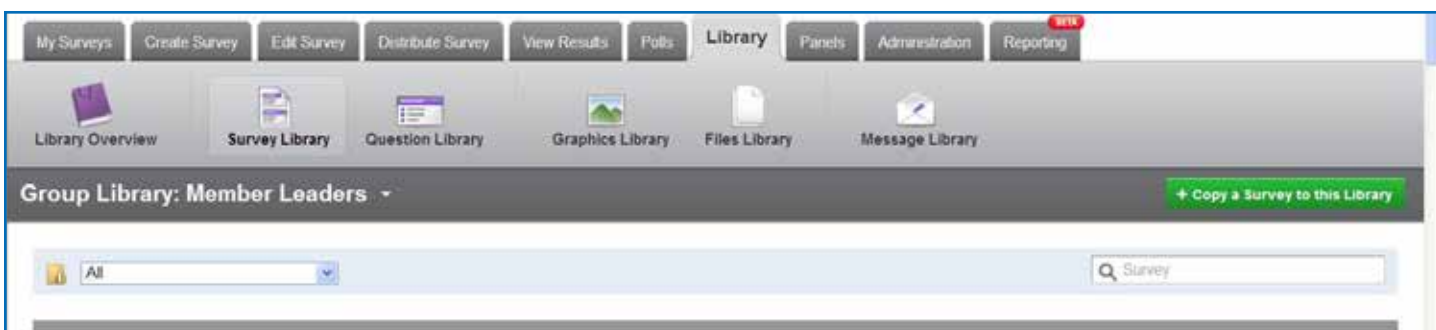
### Creating a New Survey

The software enables you to create your own survey using multiple methods (copying an existing survey, copying a survey from the library, and creating one from scratch).



### Copying an Existing ASQ VoC Survey

At various intervals throughout the year, the VoCC will develop a survey and ask you to distribute it to your section/division members. Click on the Library tab, select Member Leaders under Survey Libraries, and then copy the survey to your account.



### Resources

#### Support

[support@qualtrics.com](mailto:support@qualtrics.com)

#### Training

Qualtrics provides free online training for ASQ VoC chairs. To view the list of trainings available, visit [www.qualtrics.com/university/researchsuite](http://www.qualtrics.com/university/researchsuite).

A Qualtrics trainer will provide you with a one-hour overview on how to use the software with an opportunity to ask questions. There is also a help area within Qualtrics that has numerous how-to videos and white papers.

[training@qualtrics.com](mailto:training@qualtrics.com)

