

# Playbook – Pocket VOC



When?

If you have employees who routinely interact with consumers/customers (sales, repair technicians, customer service, etc.), shape their interactions to gather customer data a little at a time.

What?

This is the “Daily Diary” of VOC – little bits of insight collected over time during simple customer interactions add up to a treasure trove of data.

How?

- We work with your team to develop a few questions
- We train your team on managing these interactions
- Help you determine how to capture the data
- Help you design a process to glean insight from the data.

What you  
Get

- A rapid, repeatable process
- Custom “Pocket” questions
- Skills for managing interactions
- An ever-growing list of insights and opportunities
- Employees who are better listeners and more entrepreneurial in mindset



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