**VOC Kaizen: Pre-Work**

**Directions:**

Please fill out this form in preparation for the VOC training. DO NOT SEND ANY DECKS.

Also: Please bring with you to the training any research guides, screeners, or other material developed for the VOC, as we will use this in our working sessions.

**Questions to Answer:**

1. **Please briefly describe your current business in several sentences. Please describe your current products/services and the types of customers who buy from your company.**
2. **What are some of the main challenges your business is facing?**
3. **What are some of your company’s current goals?**
4. **What are the major questions you would like to answer with voice of customer research? LIST UP TO 15 questions below.**
5. **How do you expect the results of your VOC research will be used in the business?**