IP BEST PRACTICES

Voice of the Customer

A best practice shared by Henno Janmaat.

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Voice of the Customer

Customer surveys are a great way to get feedback on the aspired behaviour of teams.

Key steps

Customer surveys are a great way to get feedback on the aspired behavior of the teams.

Ideally values function both internally and externally, so the customer can be asked.

It works extra well when the survey is done by a rotating group of internal employees, instead of an external company.

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