

Developing New Services: Incorporating the Voice of the Customer into Strategic Service Development



Leading organizations have proven time and time again that incorporating the voice of the customer into their strategic operations is essential for long-term success. Likewise, a great deal of information exists on the benefits of quality function deployment and how it can revitalize an organization. But little has been written that connects the two together effectively to create a process for effectively integrating the two disciplines in product and service development. This is the focus of *Developing New Services: Incorporating the Voice of the Customer into Strategic Service Development*, which explains how to effectively integrate the voice of the customer throughout the organization and how to use the results to guide strategic planning for the organization. The book focuses on the service industries, providing expert examples from a variety of businesses such as healthcare, government, banking, and education. The authors' experiences as seasoned consultants and instructors is evident in the many real-world examples, exercises, and figures included in every chapter. *Developing New Services* is ideal for managers who are responsible for developing and improving services, and is also an ideal textbook for management students.

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