**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12109&utm_source=template-word&utm_medium=content&utm_campaign=Voice+of+Customer+(VOC)+DMAIC-word-12109&lpa=Voice+of+Customer+(VOC)+DMAIC+word+12109)Voice of Customer (VOC) DMAIC Template**

| **ID** | **CUSTOMER IDENTITY** | **VOICE OF THE CUSTOMER** | **KEY CUSTOMER ISSUE(S)** | **CRITICAL CUSTOMER REQUIREMENT** |
| --- | --- | --- | --- | --- |
| ***#*** | ***Who is the customer?*** | ***What did the customer say?*** | ***What does the customer need?*** | ***What resulting action is required?*** |
| 1 |  |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 4 |  |  |  |  |
| 5 |  |  |  |  |
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| 14 |  |  |  |  |

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