



Voice of the Customer Template

10 Feb 2023 / Ned Brand - Customer Experience Manager II

Complete

Score	0%	Flagged items	0	Actions	0
Conducted on		10.02.2023 15:00 PST			
Session conducted by		Ned Brand - Customer Experience Manager II			
Location		New Jersey, USA (40.0583238, -74.4056612)			

Purpose of Voice of the Customer feedback session

The recent spike in negative comments we received from customers regarding the new flavors of our O-Healthy Snacks triggered the need for us to proactively hear about our customer's experience with the aim of gathering specific insights, pain points, and expectations.

Please refer to the attached PDF file for more insights.

[Summary of Q2 Customer Feedback on O-Healthy Snacks \[2023\].pdf](#)

VoC Feedback

VoC Feedback 1

What are the customers saying?

"I would love to slowly start including healthier, guilt-free snacks and chips in my diet. However, I'm a bit picky about the taste. The O-Healthy Snacks line was promising, but the company can surely improve on its taste (especially of the new flavors) to cater to more picky customers like me."

What are their pain points? What do they want?

- Delicious healthy snacks
 - A perfect balance between "nutritious" and "tastes good"
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What can we do to address these requirements?

- Coordinate with our product research and development teams to conduct market research and testing of our newly improved O-Healthy Snacks for FY 2022-2023 Q3-Q4.
 - Implement strict adherence to our brand's Unique Selling Proposition (USP) and not compromise our guarantee of healthy, guilt-free food while leaving room for efforts to make their taste tolerable to picky customers.
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VoC Feedback 2

What are the customers saying?

"I hope there are smaller packs of the O-Healthy snacks since I'm still trying to discover the best one for me, my diet, and my routine. The current cereal-like boxes are too big for someone like me who's just testing them out."

What are their pain points? What do they want?

- Current net weight of the O-Healthy Snacks is too much for some.
 - Different sizes for the O-Healthy Snacks to cater to new and existing customers wanting to test out their options first
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What can we do to address these requirements?

- Introduce sampler sizes and assess how the market responds to them.
 - Consider offering promotional sales of these sampler sizes (for example, 5 flavors of samplers in one bundle) to help customers try many flavors in one purchase.
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Completion

Other comments and insights

- Deliberate and reassess recommended strategies before setting into motion.
 - Study purchasing trends after these implementations starting FY 2023-2024 Q1 onwards.
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Name and signature



Ned Brand
10.02.2023 16:05 PST

Appendix

[Summary of Q2 Customer Feedback on O-Healthy Snacks \[2023\].pdf](#)