

What Customers Want Using Outcome Driven Innovation To Create Breakthrough Products And Services

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What Customers Want Using Outcome

Which is to say, customer value comes from a supplier's ability to fulfill a specific, relevant outcome in the buyer's work or life. In *What Customers Want*, author Anthony Ulwick crisply captures this idea, expressing it as the capability to "Get a job done better" and "Get more jobs done".

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What Customers Want: Using Outcome-Driven Innovation to ...

Desired Outcomes—Metrics That Drive Innovation Customers want to get more jobs done, but they also want to be able to do specific tasks faster, better, or cheaper than they can currently.

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Customers use a set of metrics—performance outcome measures—to judge how well a job is being done or how well a product performs this job. Today the iPod is judged by consumers to perform better against these outcome measures than the alternatives, so today more people are hiring iPods.

What Customers Want: Using Outcome-Driven Innovation to ...

"Customer Success is when your customers achieve their Desired Outcome through their interactions with your company." And the process used to proactively ensure that Desired Outcome is achieved by your customers is what we call Customer Success Management.

Understanding Your Customer's Desired Outcome

Which is to say, customer value comes from a supplier's ability to fulfill a specific, relevant outcome in the buyer's work or life. In What Customers Want, author Anthony Ulwick crisply captures this idea, expressing it as the capability to "Get a job done

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What Customers Want: Using Outcome-Driven Innovation to Find High-Growth Opportunities, Create Breakthrough Products, and Connect with Your Customers / Edition 1 ... Using these customer desired outcomes as inputs into the innovation process eliminates much of the chaos and variability that typically derails innovation initiatives.

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Customers use a 1-to-10 scale to quantify the importance of each desired outcome and the degree to which it is currently satisfied. The rankings are inserted into the formula to form the overall innovation opportunity score that highlights the outcomes with the highest "importance" scores and lowest "satisfaction" scores.

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